
Chapter 6: Publishing Your Presentation

Up to this point, your focus has been on creating the presentation. You've arranged your digital media on the timeline, and refined the look and feel of your presentation. Now you probably can't wait to show it to someone else. You might have already had a colleague or two look over your shoulder and watch your masterpiece in the Preview Presentation tab. But how can you show your work to people outside of your school?

To get your presentation to its intended audience, you use some means of distribution. In Producer this is called *publishing*. Publishing your presentation means making it available to your audience, and it involves roughly four steps:

- Choosing the distribution medium
- Packaging the contents of your presentation for the selected distribution medium
- Creating the final product
- Delivering the presentation to your audience

Producer includes a feature called the Publish Wizard, which makes it easy to package your finished presentation and make it available for viewing from a CD, a shared network location, a corporate intranet, or the Internet. The Publish Wizard guides you through a series of steps in which you provide information about how and where you would like to publish your presentation, automatically creates all the files necessary for viewing it, and copies each file to the appropriate destination.

When the publishing process is complete, other people can view your presentation as a Web page by using Internet Explorer 5.0 (or later). The Web page that the viewer sees contains all the elements you included in your presentation, and the finished product looks just like what you saw in the Preview Presentation tab when you were creating the presentation. Your audience is not required to have Producer or PowerPoint installed to play a published presentation.

Understanding the Publishing Process

Before you jump into publishing your presentation, it is helpful to understand some of the concepts you'll encounter during the publishing process. This includes learning about the files published by Producer, information about servers, publishing profiles, and e-service providers.

Files Published by Producer

When Producer publishes your presentation, it works with data files. There are three basic types of files that Producer deals with in the publishing process:

- Files that you supply. These are files that contain content that you've created, such as HTML pages or PowerPoint slides.
- Files that Producer creates from files that you supply. These are Windows Media files that Producer encodes by combining the audio and video clips that you placed on the timeline.
- Files that Producer creates from scratch. These are files that Producer generates dynamically based on the requirements of your presentation.

Once Producer assembles all the files necessary to create your presentation, it copies them to one or more destinations. Where it copies your files depends upon the information you supply in the Publish Wizard. In most cases, Producer copies all the files to the same destination folder; in certain cases, Producer copies the digital media files to a separate destination folder. The list of files that Producer publishes varies depending upon the presentation. You will have an opportunity to view a list of files to be published when you use the Publish Wizard.

Producer Help contains detailed information about the file name extension and purpose of each file type used by Producer.

One very effective way to deliver your presentation to an audience is over a computer network, such as the Internet or a corporate intranet. Producer makes it easy to do this by handling many of the details for you. In order to make your presentation available for delivery over a network, you publish your content to a computer called a server.

Understanding Servers

While it is beyond the scope of this book to instruct you in the art and science of server administration, there are some things you should know about the servers that host your Producer presentations.

What Is a Server, and Why Do You Need One?

A *server* is a computer, connected to a network or the Internet, that stores data that can be accessed by other computers on demand. A computer (or the software) that accesses data stored on a server is called a *client*. A Web server is a particular kind of server that is specifically designed to deliver content using the standards and protocols of the World

Wide Web. The browser software that retrieves and displays a Web page is the Web server's client.

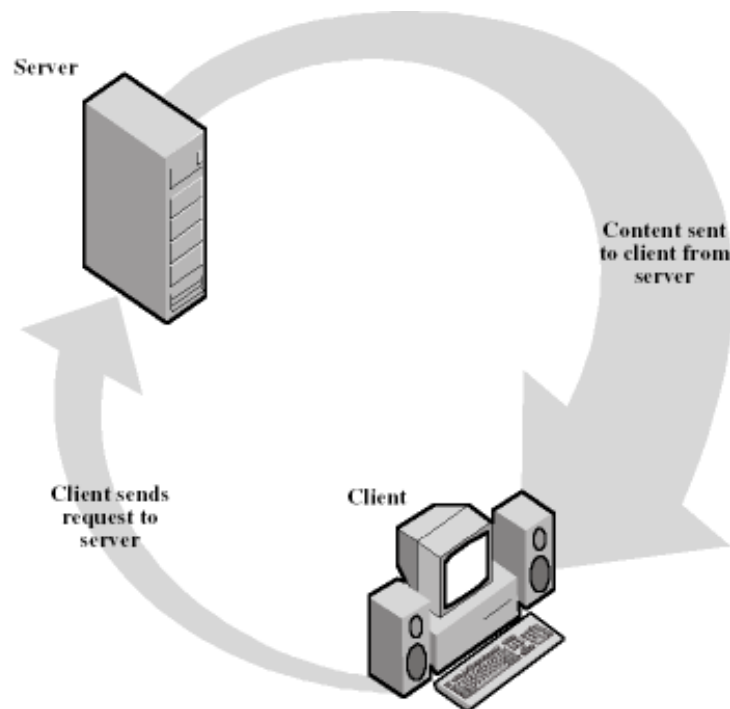


Figure 6-1 The client and Web server relationship.

The terms client and server refer to the relationship between the computers on the network. There is no reason a particular computer can't act as a Web server one moment and as a client the next. In fact, a computer can act as both client and server simultaneously.

When you publish your Producer presentation using the My Network Places or Web Server options (which will be explained later in this chapter), Producer copies the presentation files to the server computer. When someone wants to view the presentation, he or she must use Internet Explorer as the client software. The server delivers the data that comprises your presentation when the client requests it.

What Kind of Server Do You Need?

Producer can publish presentations to Web servers that support the Web-based Distributed Authoring and Versioning (WebDAV) protocol, such as Microsoft Internet Information Server (IIS). WebDAV is a set of extensions to the HTTP protocol that are controlled by the Internet Engineering Task Force (IETF) WebDAV Working Group. In order for Producer to publish your presentation directly to a WebDAV server, the server location must be configured to allow your computer to read files from it and copy files to it. This is called *read and write access*. You can find out more about WebDAV at the Web site <http://www.webdav.org>.

What Is the Difference Between Downloading and Streaming?

To view your presentation from a network, digital media is delivered over the network to client computers. When a server delivers a digital media file to a client computer, it can transfer the content in one of two ways:

- The content can be copied to a new file created on the client. This process is called *downloading*. When enough of the file is copied to the client to reasonably assure smooth playback, the player can begin playing the content.
- The content can display immediately as it is delivered to the client. This process is called *streaming*. In practice, Windows Media Player creates a temporary storage area, called a *buffer*, to hold a portion of the streaming content. When enough data has accumulated in the buffer, the player begins to play the stream. This allows the player to play back the content smoothly.

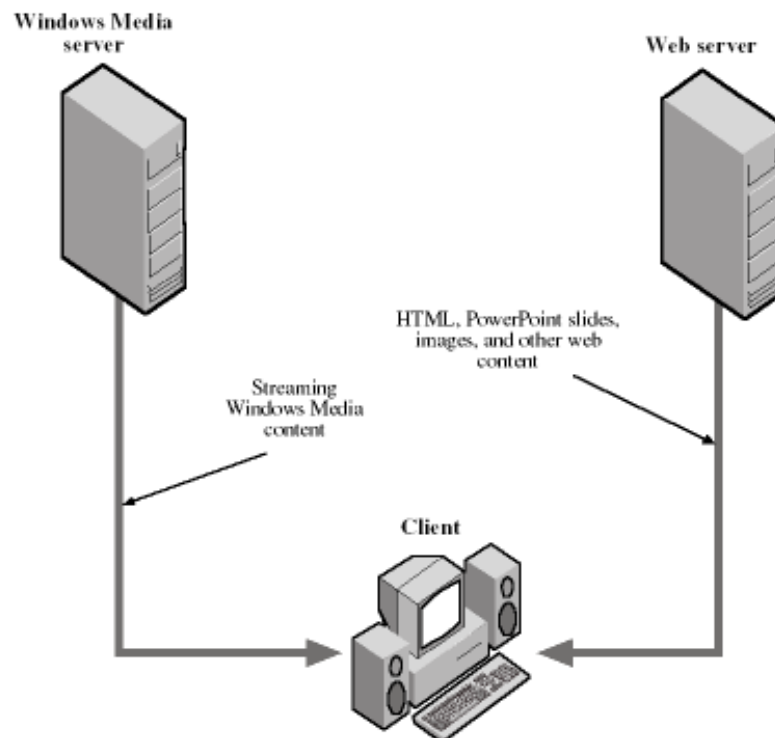


Figure 6-2 The client, Web server, and Windows Media server relationship.

What Is a Windows Media Server?

A Windows Media server is a computer on which Windows Media Services has been installed. Windows Media Services is software that is specifically designed to deliver Windows Media content across a network or the Internet. Windows Media Services is included with each installation of Microsoft Windows 2000 Server and newer Windows server operating systems.

You have a choice of using a Windows Media server or a Web server to deliver the Windows Media files that are part of your presentation. If you choose to use a Windows Media server, it takes on the job of streaming the digital media files, while the Web server continues to perform the rest of the functions required to play back the presentation. There are several things to consider when deciding whether to use a Windows Media server to deliver your Producer Windows Media files:

- There are important differences between the way a Windows Media server delivers digital media and the way a Web server does the job. A Web server attempts to deliver the greatest amount of content in the shortest possible time. This works great for Web pages, but is not the preferred method for streaming digital audio and video.
- Windows Media server attempts to deliver data in real time, as it is needed. It can use feedback from the client to determine network conditions and adjust the timing of data delivery to make the most efficient use of the network bandwidth. If you expect that viewers will attempt to connect to your presentation on a busy network, a Windows Media server can make better use of the network resources than a Web server can.
- If a Web server delivers your presentation to a client computer that has only Windows Media Player 6-4 installed, the viewer will have to wait for any Windows Media files to finish downloading to the local hard drive before watching the presentation. Depending on the length of your presentation, this can be very time-consuming. If your Windows Media files are streamed from a Windows Media server, the content will begin to play after a short buffering delay. In this case, the Windows Media server provides a far better user experience.
- Windows Media servers can use a special communication protocol—the User Datagram Protocol (UDP)—to greatly improve streaming performance. UDP allows for fast, high-priority data transmission, and uses a more intelligent data-rate management system than protocols used by Web servers. This means that content delivered from a Web server is more likely to be interrupted by periods of silence than content streamed from a Windows Media server.
- Windows Media servers can deliver better audio and video quality than Web servers. The constant communication between Windows Media Player and the Windows Media server allows the server to continually fine-tune the delivery of the streaming content. For example, if the network suddenly becomes congested, the Windows Media server might lower the video frame rate in order to allow the audio quality to remain high.

In fact, the only reason not to use a Windows Media server to stream your presentation on an intranet or the Internet is that you don't have access to the Windows Media Services software. If your infrastructure simply doesn't allow you to use a Windows Media server, then a Web server will do the job.

How Do I Publish to a Windows Media Server?

Publishing using a Windows Media server requires that you supply more information in the Publish Wizard than publishing to just a Web server.

Windows Media Services uses the concept of *publishing points*. Basically, a publishing point is a name that you assign to the location of your content on the server. The client uses this name to access the content, rather than the physical location.

For detailed information about Windows Media Services, configuring your Windows Media server, and using publishing points, see Windows Media Services Help. For a complete overview of Windows Media and streaming technologies, see the book *Inside Windows Media* (Que, 1999).

Selecting a Publishing Profile

When Producer creates the files for your published presentation, it encodes the content you have placed on the timeline into output files. During this process, Producer examines each item on the Video, Audio, and Audio 2 tracks to determine its type (audio, video, or screen capture). Producer then appropriately combines and compresses the content into one or more Windows Media files. There are two main advantages to this process. First, combining content makes playback easier since several items of content can be streamed from the same file. Second, Windows Media files occupy much less space than uncompressed audio and video content on a hard drive.

A *profile* is a related group of settings that tell Producer which *codec* to use to create a Windows Media file for your published presentation. (A *codec* is the software that determines how to compress or decompress a Windows Media file.) When you use the Publish Wizard to publish your presentation, you choose one or more publishing profiles from a list. Producer only includes in this list profiles that are compatible with the content on the timeline. The name of each profile in the list describes the intended use of the profile. Typically this will include two pieces of information:

- The type of connection for which the profile is intended, such as local playback (playback from the viewer's computer) or target audience playback (playback from a network server or the Internet).
- The *bit rate* at which the resulting Windows Media file will play.

Bit rate refers to the speed at which the Windows Media content transfers between the source (which could be a server computer, a CD, or a local hard drive) and the player, in this case a Windows Media Player ActiveX control embedded in a Web page created by Producer. Bit rate is measured in kilobits per second (Kbps). The bit rate value relates directly to the playback quality: the lower the bit rate, the lower the perceived quality; the higher the bit rate, the better the perceived quality.

A typical profile name in Producer might look like this: For Target Audience Playback At 300 Kbps.

The Publish Wizard displays a Published Size value for each profile, as well as the total size required for all selected profiles, so you can estimate how much hard drive storage space your presentation requires.

You'll need to decide which profiles to choose, depending on several factors. The following sections cover questions you should ask yourself when selecting profiles. Once your presentation is published, test the playback using the appropriate connection and computer hardware and see what happens. You can always go back and try publishing with different profiles until you get the results you want.

How Will My Audience View the Presentation?

You'll need to know some details about how viewers are connected to the network or the Internet, or whether viewers will be downloading the presentation to their local computers. The important term here is *bandwidth*, the capacity of the user's computer and network connection to transfer data. If viewers are receiving your presentation through a dial-up connection to the Internet, the bandwidth of the connection will typically be low, perhaps up to 56 Kbps. On the other hand, if viewers have a CD that contains your presentation, the available bandwidth is restricted only by the internal transfer rate of the CD-ROM drive, which is typically very high—much higher, in fact, than the highest profile bit rate available in Producer.

You'll want to try to match the profile bit rate to the anticipated bit rate at which your audience will connect to the presentation. If you can't make a direct match, you should use the next lower profile bit rate. Forcing viewers to stream content at a higher bit rate than their connection bandwidth allows will result in a poor playback experience.

What Playback Quality Does the Presentation Require?

Remember that the lower the bit rate, the lower the perceived quality during playback. You may want to set a minimum connection speed requirement for viewers to help keep the quality of your presentation high.

How Much Storage Space Is Available on the Server?

As the bit rate and playback quality of a Windows Media file increase, so does the amount of hard disk space needed to store the file. You may have storage constraints that dictate which and how many profiles you select.

How Does My Video or Screen Capture Fit into the Presentation Template?

You can choose from a wide variety of interesting presentation templates in Producer, or even create your own. You'll notice when choosing a template that many are designed to display at a particular video image size, for example 640x480 pixels.

When you choose to apply a profile in the Publish Wizard to a presentation that contains video or screen captures, the associated bit rate and codec are designed to display at a particular image size for optimal viewing. However, when the viewer plays back the presentation, the image size will change to match the size specified by the template. This means that a low bit rate video, for instance, may not look very good if the image expands beyond its intended viewing size. Conversely, shrinking the size of a very high bit rate video display might be a waste of bandwidth and storage space since the increased quality of the image might not be obvious.

How Many Different Profiles Should I Use?

You don't have to publish using only one profile. How many you choose will depend on how you answered the previous questions. If your audience might connect to your presentation in more than one manner—both dial-up and corporate network, for instance—then you may want to use two profiles.

On the other hand, each profile adds additional information to the published presentation, which takes up additional hard disk space. If you want to publish using five different profiles for a variety of bandwidth compatibility options, you might find you

don't have sufficient hard drive space available on the server. Also, keep in mind that each additional profile adds to the amount of time it takes to publish your presentation. You should start out by publishing with only as many profiles as you require to get the job done.

Publishing with E-services

In Producer, an *e-service* is a publishing solution that customizes and simplifies the publishing process. Producer exposes an object model to programmers, which they can use to change the way the Publish Wizard works.

When you choose to publish with an e-service, you'll be presented in the Publish Wizard with a custom user interface that was designed by the e-service author. This may look and operate very differently from the default Publish Wizard. Typically, an e-service will be designed to allow you to choose publishing options (such as profiles or server addresses) that are compatible with the hosting services offered by the e-service provider. This may hide some of the details of the publishing process from you, making the publishing process much simpler and friendlier.

You can use e-services from several sources, such as:

- A third-party company that charges a fee for hosting your presentations on its Web server.
- Your company's own internal e-services, if available.
- An e-service you design.

The Producer for PowerPoint 2002 Software Development Kit (SDK) is included with each installation of Producer. The SDK contains details about how to create Producer e-services, including an object model reference, a programming guide, and sample code. The Producer SDK can be viewed by double-clicking the file named ProdSDK.chm, which is located in the subfolder named Shared where you installed Producer on your hard disk.

Adding an E-service to the Publish Wizard

To use an e-service, you must first add the e-service to the Publish Wizard. There are several ways to do this; you should follow the directions given by the e-service provider.

Typically, you will navigate through a series of Web pages that display when you click Learn More on the first page of the Publish Wizard, or run a file with a .reg file name extension, called a registry file. In either case, the e-service details are added to the registry on your computer, and the e-service becomes accessible during your next Producer session. You may have to close Producer, start a new session, and click OK in a dialog box to grant permission to use the new e-service.

Once an e-service has been added successfully, the e-service name will appear as an option in the Web Server list on the first page of the Publish Wizard. When you select the e-service in the list and click Next, the e-service's custom interface appears. Each e-service is different, so take the time to familiarize yourself with the individual details.

Configuring Security Settings for E-services

Producer allows you to change the default security settings for e-service publishing. Producer determines whether you can publish your presentations to an e-service provider based on the settings on the Security tab in the Options dialog box. (To display the Options dialog box, click Options on the Tools menu.) The e-service options for publishing map directly to the security settings for Internet Explorer.

You can use these settings to prevent an e-service provider from sending or publishing files to your local computer, or publishing files to the local intranet or Internet, if the e-service is not hosted in the specified security zone. For example, to prevent an Internet-based e-service from publishing files to your local computer, in the drop-down list labeled Allow An E-Service To Publish Files To My Local Computer Only If The E-Service Is Hosted In The Following Security Zone select My Local Computer, Local Intranet. For more information about security settings in Producer, see the Microsoft Producer Help.

Publishing by using the Web Server option in the Publish Wizard is discussed later in this chapter.

Using the Publish Wizard

When you click Publish on the Producer toolbar, or choose Publish Presentation from the File menu, the Publish Wizard is displayed. The first page of the wizard allows you to select one of three choices that represent three types of publishing destinations.

- **My Computer.** Select this option if you want to publish your presentation to a folder on your local computer or to a recordable or rewritable CD drive. If you publish to your hard drive, you'll be able to watch the presentation on your computer in Internet Explorer. If the folder you publish to is shared on a network, other users with permission to access the shared folder will be able to see your presentation as well. If you publish to a CD, your presentation becomes portable and can be viewed on any computer that meets the system requirements for presentation playback and also has the appropriate CD drive for the recorded media.
- **My Network Places.** Select this option if you want to publish your presentation to a network location, such as a shared folder on a corporate network server. Using this option is identical to publishing using the My Computer option, except clicking Browse on the Publishing Destination page opens a file dialog box that allows you to browse only network locations.
- **Web server.** Select this option if you want to publish your presentation to a remote server, such as an Internet site. You should also use this choice if you want your Windows Media files to be streamed from Windows Media server, if you want to publish to a Web server you have used previously, or if you want to publish your presentation using an e-service.

Publishing to My Computer

The easiest way to get a feel for the Publish Wizard is to use it to publish your presentation to your hard drive on the same computer you use to run Producer. The following steps will guide you through the process:

1. Start Producer and open your presentation.
2. Click Publish on the toolbar. The Publish Wizard appears as shown in Figure 6-3. Click My Computer.

Click Next to proceed to the Publishing Destination page, shown in Figure 6-4.

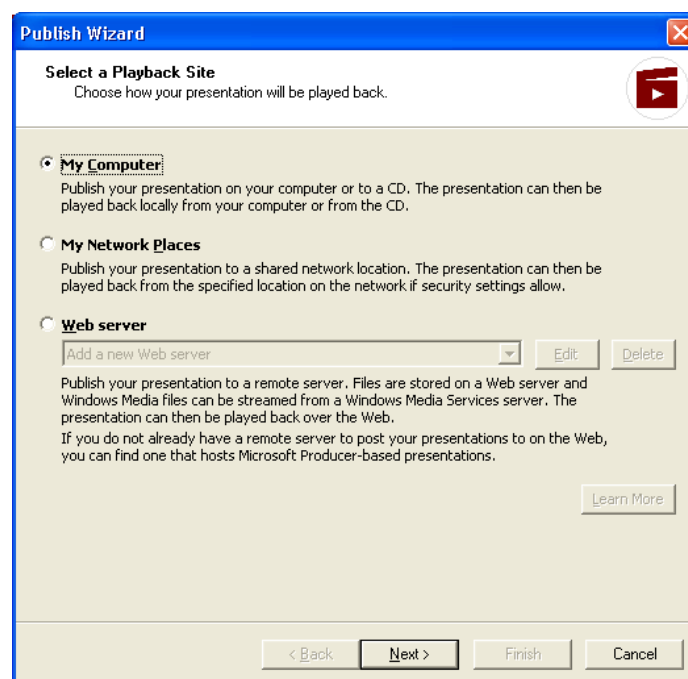


Figure 6-3 The first page of the Publish Wizard.

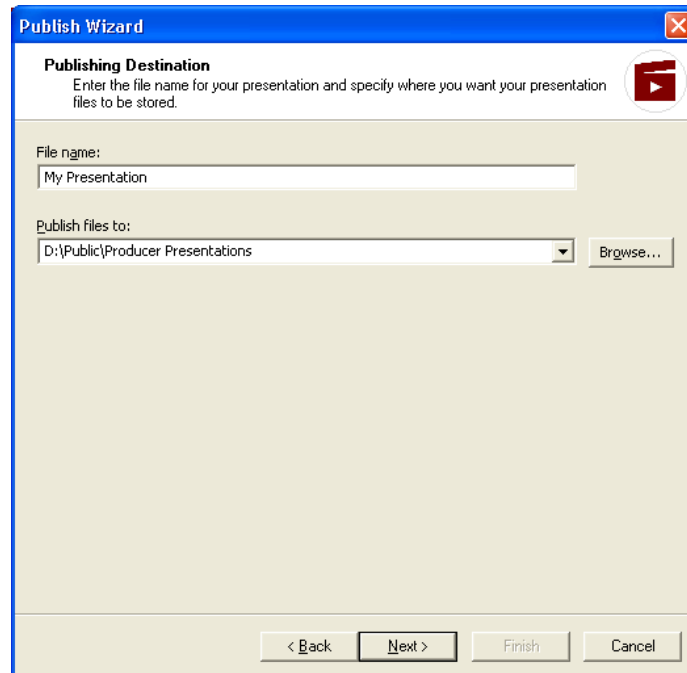


Figure 6-4 The Publishing Destination page.

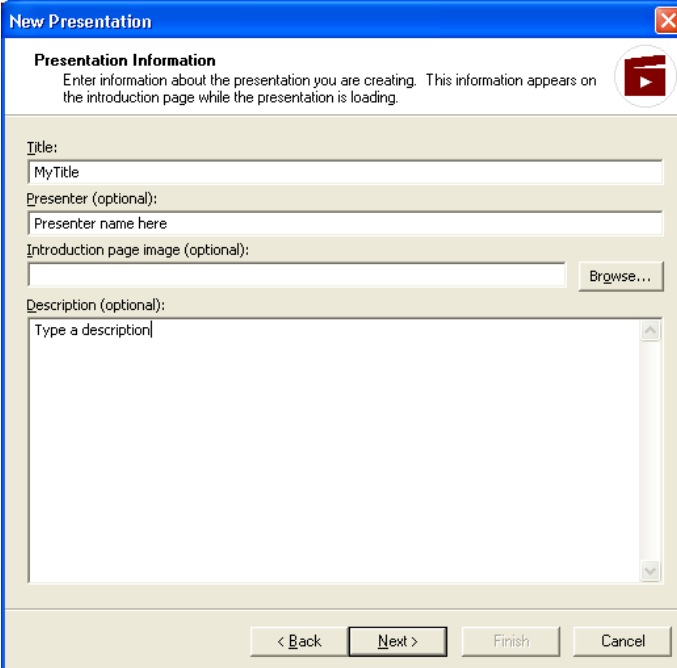
3. Type a name for your presentation in the File Name box. The wizard provides the project name by default.
4. In the Publish Files To Box, enter the location of a folder to which Producer can publish your presentation. Alternatively, click Browse and use the Browse For Folder dialog box to select a folder. Over time, as you use different folder locations, Producer will add the paths to the drop-down list so you can easily reuse file paths in the future.

Click Next to proceed to the Presentation Information page, shown in Figure 6-5. If a presentation with the same name exists in the publishing folder, Producer will ask you for permission to overwrite it.

5. In the Title box, type a title for your presentation. The title will appear on the introduction page and the title bar of the presentation playback window.

You can also provide the name of the presenter, a path to an image, and a description. All this information will be added to the introduction page when the presentation is published and will be visible to the viewer. If you have already entered the information for your project in the Table Of Contents tab, it will appear on this page, and you can skip this step.

Click Next to proceed to the Playback Quality page, shown in Figure 6-6.



New Presentation

Presentation Information
Enter information about the presentation you are creating. This information appears on the introduction page while the presentation is loading.

Title:
MyTitle

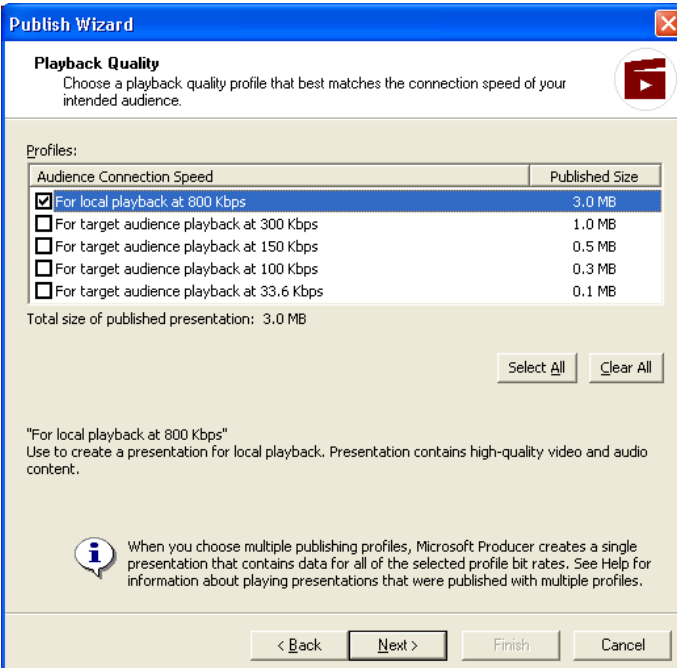
Presenter (optional):
Presenter name here

Introduction page image (optional):
Browse...

Description (optional):
Type a description

< Back Next > Finish Cancel

Figure 6-5 The Presentation Information page.



Publish Wizard

Playback Quality
Choose a playback quality profile that best matches the connection speed of your intended audience.

Profiles:

Audience Connection Speed	Published Size
<input checked="" type="checkbox"/> For local playback at 800 Kbps	3.0 MB
<input type="checkbox"/> For target audience playback at 300 Kbps	1.0 MB
<input type="checkbox"/> For target audience playback at 150 Kbps	0.5 MB
<input type="checkbox"/> For target audience playback at 100 Kbps	0.3 MB
<input type="checkbox"/> For target audience playback at 33.6 Kbps	0.1 MB

Total size of published presentation: 3.0 MB

Select All Clear All

"For local playback at 800 Kbps"
Use to create a presentation for local playback. Presentation contains high-quality video and audio content.

When you choose multiple publishing profiles, Microsoft Producer creates a single presentation that contains data for all of the selected profile bit rates. See Help for information about playing presentations that were published with multiple profiles.

< Back Next > Finish Cancel

Figure 6-6 The Playback Quality page.

6. Select at least one playback quality profile. The Publish Wizard will offer you only profiles that are appropriate for the type of content in your presentation. Since you're publishing to your local computer, make sure only one local playback profile is selected for now.

Click Next to proceed to the Publish Your Presentation page, shown in Figure 6-7.

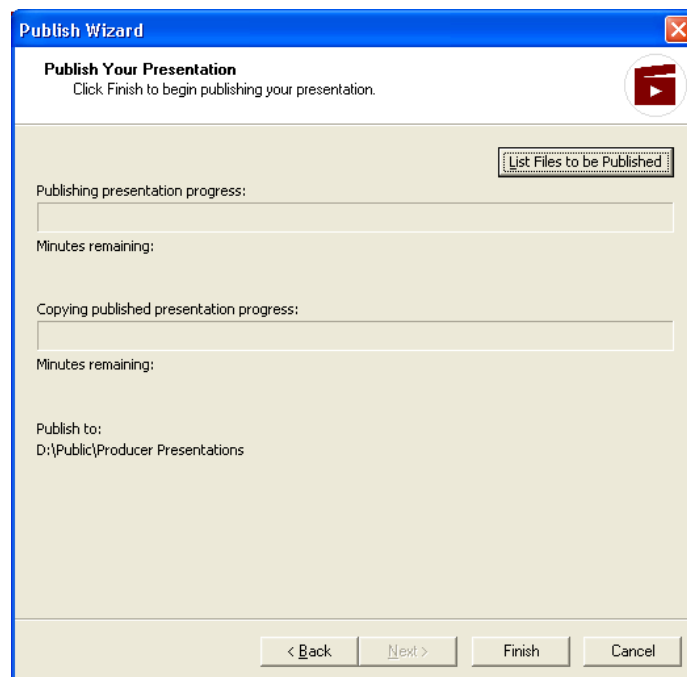


Figure 6-7 The Publish Your Presentation page.

7. If you're the curious type, click List Files To Be Published. A separate window opens that displays the name of each file that Producer creates and copies to the publishing destination folder. It will look something like Figure 6-8, though the file names will be different. Click OK when you are ready to continue.

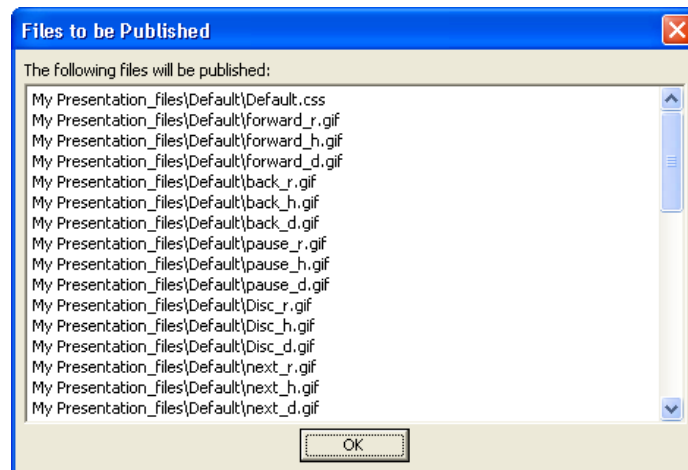


Figure 6-8 The listing of files to be published in your presentation.

8. Read the Publish To path, which is displayed near the bottom of the Publish Your Presentation page, and verify that it is correct. If you want to make any changes, now is the time to click Back.
9. Click Finish. You'll see a dialog box like the one shown in Figure 6-9. The two progress bars near the top and middle of the page display the current condition of the publishing process, and the Publish Wizard also displays the estimated time remaining until completion.

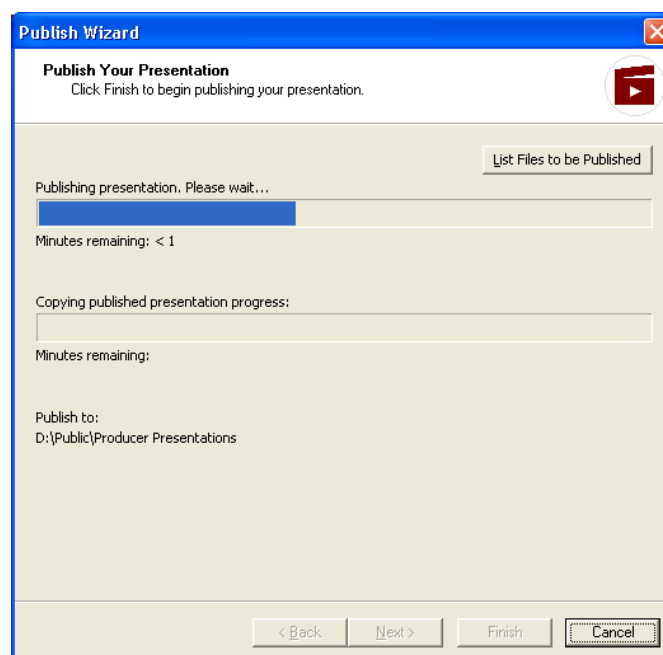


Figure 6-9 Progress is reported as Producer publishes your presentation.

When the publishing process is complete, the Publish Wizard allows you to preview your presentation. Click Yes in the window that asks, “Would you like to view your published presentation?” The introduction page for your presentation opens in a separate Internet

Explorer window, like that shown in Figure 6-10. Click Play to view your published presentation.

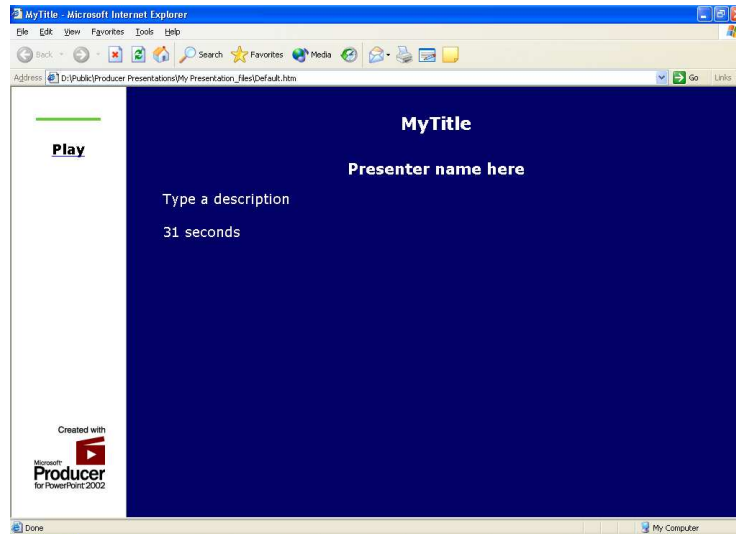


Figure 6-10 The presentation's introduction page displayed in Internet Explorer.

When you've finished watching your masterpiece, close the Internet Explorer window. Click Close to exit the Publish Wizard.

Congratulations! You've published your first Producer presentation. You can view the presentation again at any time. Simply use Windows Explorer to browse to the folder you specified in the Publish Files To Box in the Publish Wizard, and then locate the HTML file that has the name you provided in the File Name box. Double-click the file to open it, and your introduction page will appear in the browser window.

Publishing to a CD

Publishing your Producer presentation to a recordable CD has several advantages. First, the presentation can be viewed on a computer that isn't connected to a network or the Internet. As long as the computer meets the minimum system requirements for playback and has a CD drive capable of reading the CD, the presentation will play.

Second, you can publish multiple presentations on the same CD. This is useful if, for instance, you have a series of lectures you'd like to offer as a package. You can also hand out your CDs at a trade show, sell them through the mail or at a retail store, or provide them as classroom materials.

If you are using the Windows XP operating system and have a recordable or rewritable CD drive, the Publish Wizard makes publishing to a CD easy. You can follow these steps to make a Producer presentation CD:

1. Start Producer and open your presentation.
2. Click Publish on the toolbar. The Publish Wizard appears. If it isn't already selected, click My Computer.

Click Next to proceed to the Publishing Destination page.

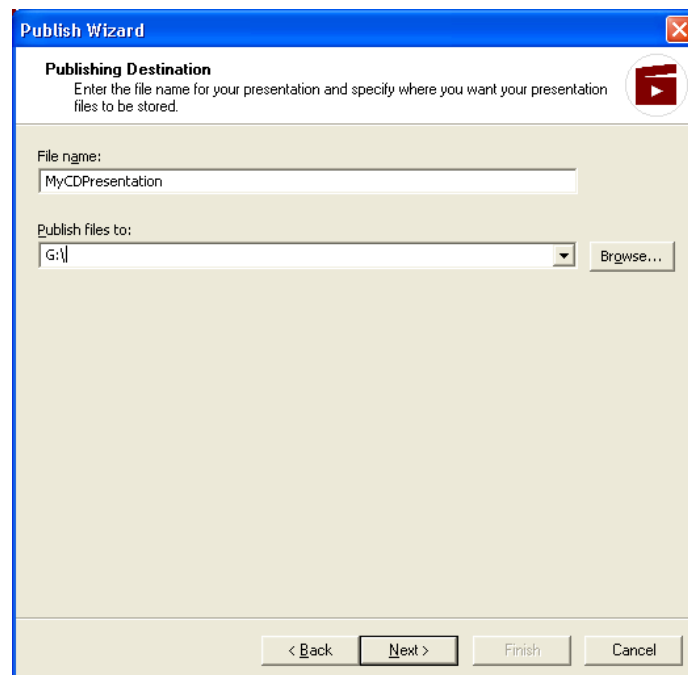


Figure 6-11 Specifying the location of a recordable CD drive.

3. Type a name for your presentation in the File Name box. The wizard provides the project name by default.
4. In the Publish Files To box, type the drive letter that corresponds to your recordable CD drive, such as G:\, as shown in Figure 6-11. Alternatively, click Browse and use the Browse For Folder dialog box to select the drive.

Click Next to proceed to the Presentation Information page.

5. In the Title box, type a title for your presentation.

Optionally, provide the name of the presenter, a path to an image, and a description. All these will be added to the introduction page when the presentation is published and will be visible to the viewer.

Click Next to proceed to the Playback Quality page.

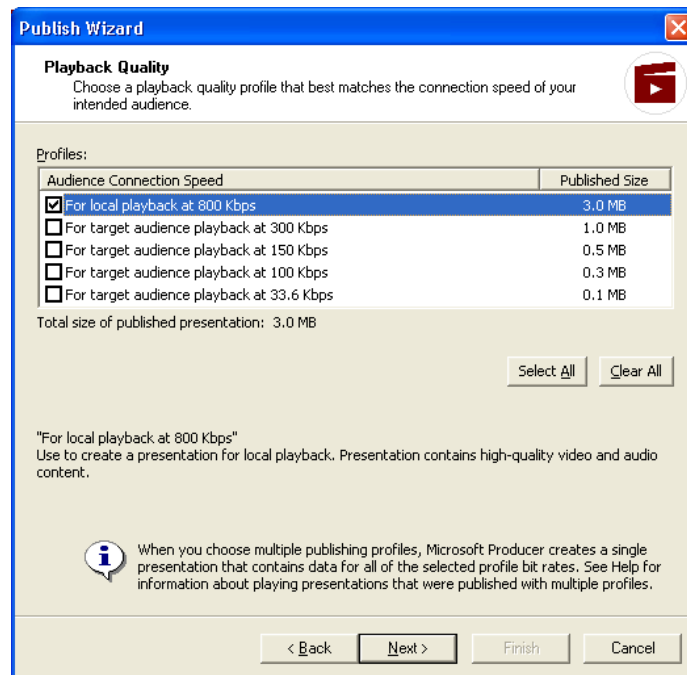


Figure 6-12 Selecting a local playback profile.

6. Select at least one playback quality profile, as shown in Figure 6-12. The Publish Wizard will offer you only profiles that are appropriate for the type of content in your presentation. For now, since you're publishing to a CD, select a local playback profile to get the best quality.

Click Next to proceed to the Publish Your Presentation page.

7. Click List Files To Be Published if you want to see the file name of each file that Producer creates and copies to the publishing destination folder. Click OK to continue.
8. Read the Publish To path, which is displayed near the bottom of the Publish Your Presentation page, and verify that it displays the drive letter specifier of your recordable CD drive.
9. Click Finish. The two progress bars near the top and middle of the page display the current condition of the publishing process, and the Publish Wizard also displays the estimated time remaining until completion.
10. When the publishing process is complete, the Windows XP CD Writing Wizard appears automatically, as shown in Figure 6-13. Type the name you want to give to the CD. The wizard offers the current date as the default name.



Figure 6-13 Creating a presentation CD in Windows XP.

11. Insert a recordable CD in the drive you specified in the Publish Wizard. Click Next to write the files to the CD. The operation progress will be shown in a dialog box like the one in Figure 6-14.

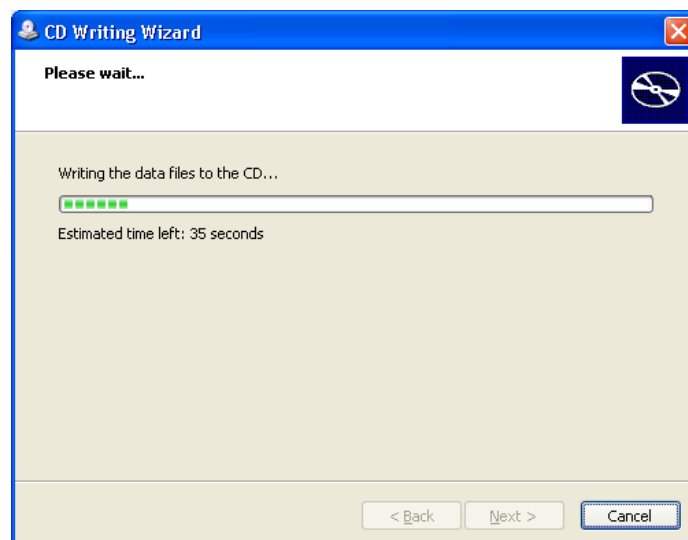


Figure 6-14 Writing files to the CD.

12. When the CD writing completes, click Finish to exit the CD Writing Wizard. Click Close to exit the Publish Wizard.

You can repeat this process as many times as you like using the same recordable CD, as long as there is sufficient space on the disc to contain your next presentation. If you choose to do this, you should be certain to give each presentation a unique title in the Title box in the Publish Wizard.

When the viewer places a CD containing one presentation into a CD drive, the presentation automatically displays the introduction page. When the viewer places a CD

containing more than one presentation into a CD drive, Windows automatically opens a Web page titled Select A Presentation, which acts as a main menu for the Producer content on the disc. Here, the viewer will see a list of all the presentations available on the CD. Each title appears as a link, which the viewer can click to open the introduction page for that presentation in a separate Internet Explorer window.

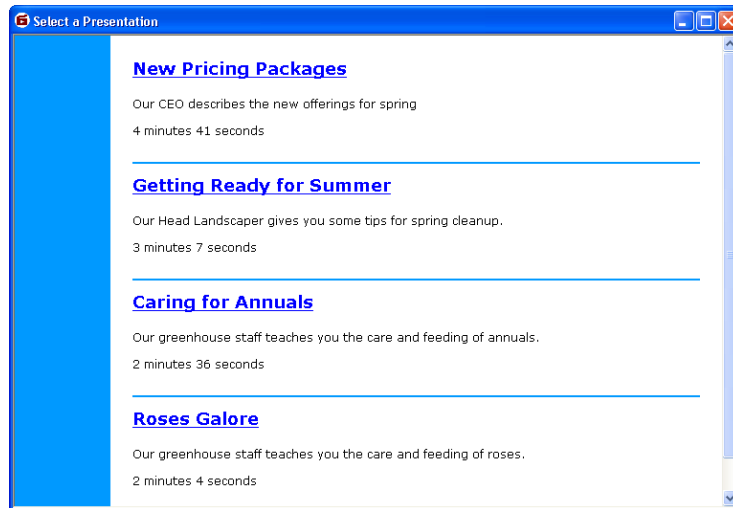


Figure 6-15 The Select A Presentation page.

It's worth noting that the Windows CD AutoPlay feature can be disabled by the user, and the details of how to enable or disable this feature vary depending on the version of the operating system. When Producer creates a CD, it includes in the root directory a file named `autorun.inf`, which is a text file that Windows reads to determine what to do when a CD is inserted into the drive. The `autorun.inf` file that Producer includes on a CD points Windows to the file named `scan.hta`, which is the HTML application file that displays the Select A Presentation Web page. This means that the Producer presentation CD can be run manually by double clicking the `scan.hta` file in Windows Explorer, or by clicking Run on the Start menu and typing the path and file name—for example, `E:\scan.hta`. You might want to tell users of your CD about this alternate way to start your Producer presentations, just in case the AutoPlay feature is not enabled on the user's computer.

Creating a Presentation CD Without Using the Publish Wizard

It is possible to copy your presentations to a CD manually. You might want to do this if you are using an operating system other than Windows XP, or if you want to change the published files before creating the CD. The following steps describe the process:

1. Create one temporary folder on your local computer to contain all the presentations you'd like to copy to the CD.
2. Publish each presentation to the temporary folder using the My Computer option.
3. Use your favorite CD writing software to copy all the files and subfolders from your temporary folder to the CD. Be certain not to copy the temporary folder itself, otherwise AutoPlay will not work and viewers will have to open the folder manually to view the presentations.

Publishing to My Network Places

Publishing to a folder on your corporate network is a great way to make your presentation available to a large audience. This is especially useful for corporate training seminars, meetings, and any other presentation that should reach a specific audience. The following steps will guide you through using the Publish Wizard to publish your presentation to a network folder:

1. Start Producer and open your presentation.
2. Click Publish on the toolbar. The Publish Wizard appears. If it isn't already selected, click My Network Places as shown in Figure 6-16. Click Next to proceed to the Publishing Destination page.



Figure 6-16 Using the My Network Places option.

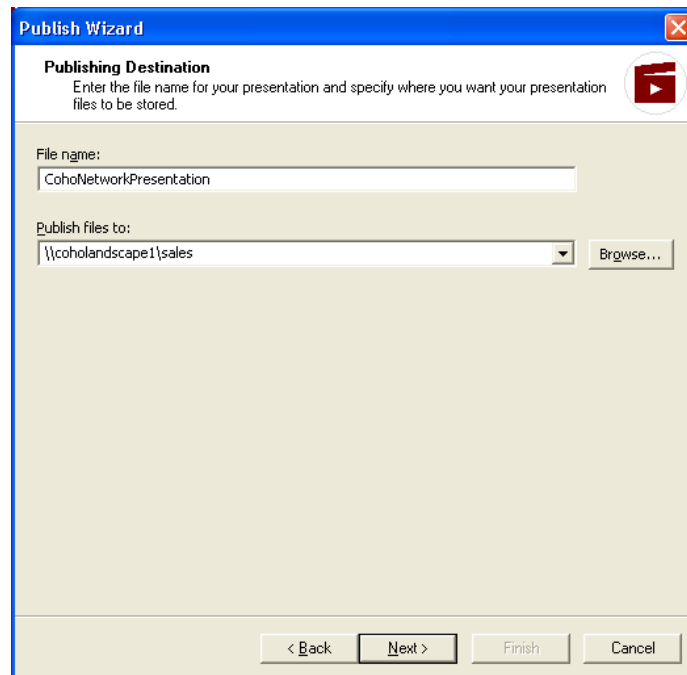


Figure 6-17 Publishing files to a network location.

3. Type a name for your presentation in the File name box. The wizard provides the project name by default.
4. In the Publish Files To Box, type a path to a shared network folder to which Producer can publish your presentation. An example is shown in Figure 6-17. Alternatively, click Browse and use the Browse For Folder dialog box to select a folder.
5. Click Next to proceed to the Presentation Information page. The Publish Wizard will prompt you for permission to overwrite a presentation with the same name, if one exists. If the Publish Wizard cannot find the network path you specified, a warning message displays and you cannot proceed.
6. In the Title box, type a title for your presentation.

Optionally, provide the name of the presenter, a path to an image, and a description. All these will be added to the introduction page when the presentation is published and will be visible to the viewer.

Click Next to proceed to the Playback Quality page.

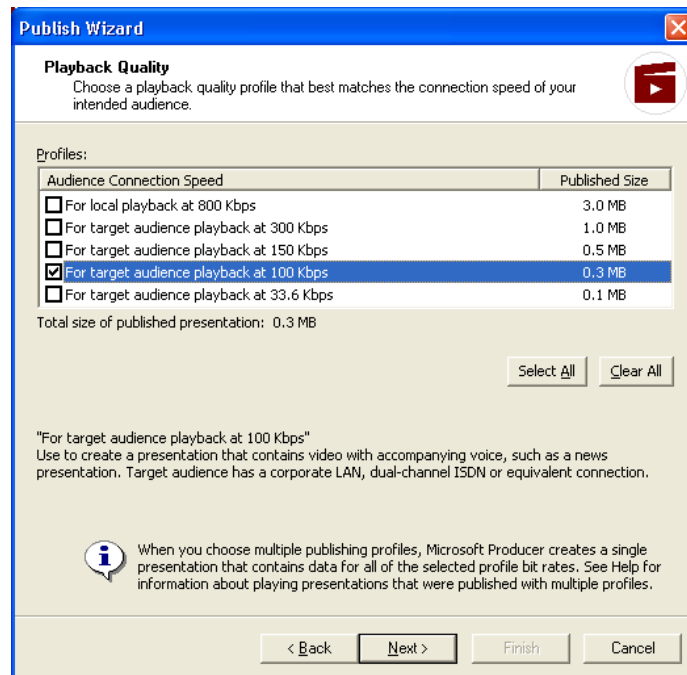


Figure 6-18 Selecting a profile for network playback.

7. Select at least one playback quality profile. The Publish Wizard will offer you only profiles that are appropriate for the type of content in your presentation. Since you're publishing to a network, click a profile that uses a medium bit rate, such as For Target Audience Playback At 100Kbps. Figure 6-18 shows an example.

Click Next to proceed to the Publish Your Presentation page.

8. If you want, click List Files To Be Published. A separate window opens that displays the file name of each file that Producer creates and copies to the publishing destination folder. Click OK to continue.
9. Read the Publish To path, which is displayed near the bottom of the Publish Your Presentation page, and verify that it is correct.
10. Click Finish. The two progress bars near the top and middle of the page display the current condition of the publishing process, and the Publish Wizard also displays the estimated time remaining until completion.
11. When the publishing process is complete, the Publish Wizard allows you to preview your presentation. Click Yes in the window that asks, "Would you like to view your published presentation?" Be sure to pay attention to the speed at which the presentation loads and plays from this point on, since you might want to make changes based on the performance you observe.

12. The introduction page for your presentation will open in a separate Internet Explorer window.

Click Play to view your published presentation. When you've finished watching your masterpiece, close the Internet Explorer window.

13. Click Close to exit the Publish Wizard.

As you can see, the process in the Publish Wizard to publish your presentation to a network location is exactly like publishing to My Computer. If you select the My Network Places option on the first page of the wizard, all the subsequent pages will look just like what you've seen before when publishing to your local hard drive. There are, however, a number of considerations you should be aware of when publishing to a network:

- The network folder to which you publish must have sharing or Web sharing enabled.
- You must have read and write access permissions for the shared folder in order to publish. You may need to contact your network administrator to request these permissions.
- The viewer must have read access permission for the shared folder that contains the presentation files.
- If you've never worked with network file paths, you'll have to learn to use the Universal Naming Convention (UNC). This means that the path you'll provide in the Publish Files To box in the Publish Wizard will take the form of `\\YourServerName\YourSharedFolderName\YourPath`. If you're working with a remote server, you may need your network administrator to provide you with the correct path to your publishing folder. Of course, you can also click Browse on the Publishing Destination page of the Publish Wizard and use the Browse For Folder dialog box to browse to the correct folder.
- All your presentation files will be copied to the shared folder, which means that anyone with read access permission will be able to examine or copy the individual files, and anyone with write access permission will be able to alter or delete them.
- When people play your presentation from a shared network folder, any associated files are downloaded to a folder on their computers. This includes Windows Media files, which can be quite large depending on the length of your presentation and the playback quality profile you selected when you published the presentation. If the presentation is large, you may want to tell your audience about the possibility of a delay when you send them the link to the presentation.

The Web page that plays your presentation will begin playback when a sufficient portion of the Windows Media files has been downloaded. On a congested or slower network this might result in a noticeable delay to the viewer, so you should carefully test your presentation after you publish it. If necessary, use lower bit rate playback quality profiles. You might also want to consider setting up a Windows Media server so your Windows Media content can be streamed instead of downloaded.

Publishing to a Web Server

The Web Server option offers the maximum flexibility and control over the Producer publishing process. This option allows you to publish your presentation Web files and Windows Media files to separate locations, which is important if you want to publish to a Windows Media server. You will also use the Web Server option if you choose to use an e-service for your publishing needs.

You can specify a discussion server address to enable viewers of your presentation to ask questions or provide comments. You can also provide user name and password information for logging into a secure server.

You can choose the Web Server option in the Publish Wizard to accomplish any of the following tasks:

- Adding a new Web server
- Using an existing Web server
- Editing a Web server
- Deleting a Web server
- Learning more about publishing

The following sections describe these options.

Adding a New Web Server

You can provide the details about the server to which you want to publish, and give a friendly name to that server. The friendly name is added to the Web Server drop-down list in the Publish Wizard, and the publishing details are saved. When you want to publish to the server in the future, you don't have to type all the information into the Publish Wizard again.

The following steps will guide you through the process of adding a new Web server in the Producer Publish Wizard:

1. Start Producer and open your presentation.
2. Click Publish on the toolbar. The Publish Wizard appears. If it isn't already selected, click Web Server.
3. In the Web Server drop-down list, choose Add a new Web server. Click Next to proceed to the Internet Or Intranet Host Settings page, which is shown in Figure 6-19.

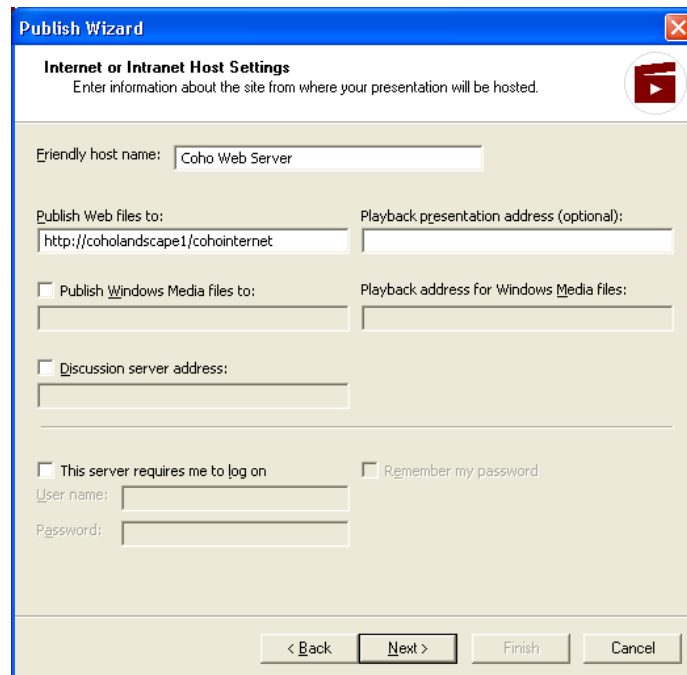


Figure 6-19 The Internet Or Intranet Host Settings page.

4. In the Friendly Host Name box, type the name you want to give this Web server. Make it something descriptive so you can remember the purpose of this server. Also, make sure you use a unique name for each Web server. For example, you might call this server Marketing Department Meetings, or something equally descriptive.
5. In the Publish Web Files To box, type the URL or UNC address of the server to which you want to publish your presentation Web files, for example:

http://yourserver/yourpath

Optionally, type a URL in the Playback Presentation Address (Optional) box, if the URL used to view the presentation differs from the one you typed in the Publish Web Files To box. The presentation address is the address that Producer will use if you choose to preview the presentation at the end of the publishing process, and is only relevant for that purpose. For example, you might publish your files to a network location using a UNC address, but the folder to which you publish your files might be the home directory for a Web site. In this case, you'd type the URL of the Web site in the Playback Presentation Address (Optional) box.

6. If you are publishing to a Windows Media server, click the Publish Windows Media Files To check box. Type the URL of the path to which you'd like the Publish Wizard to copy your Windows Media files. For example, if the location of the streaming server has the alias MarketingDept, you would type
http://WMServer/MarketingDept.

In the Playback Address For Windows Media Files box, type the URL of the publishing point from which your Windows Media files will be streamed. Windows Media servers require the mms protocol. For example, the URL of the MarketingDept

publishing point would probably be something like
mms://WMServer/MarketingDept.

7. If you want to provide a Web discussion server by using Office Server Extensions or SharePoint Portal Server, click the Discussion Server Address check box and type the URL of the discussion server.
8. If the server to which you are publishing requires you to log on, click the check box labeled This Server Requires Me To Log On. Enter the appropriate logon information in the User name and Password boxes. Click the check box labeled Remember My Password if you would like Producer to save this information for this Web server.

Click Next to proceed to the Web Publishing Destination page, which is shown in Figure 6-20.

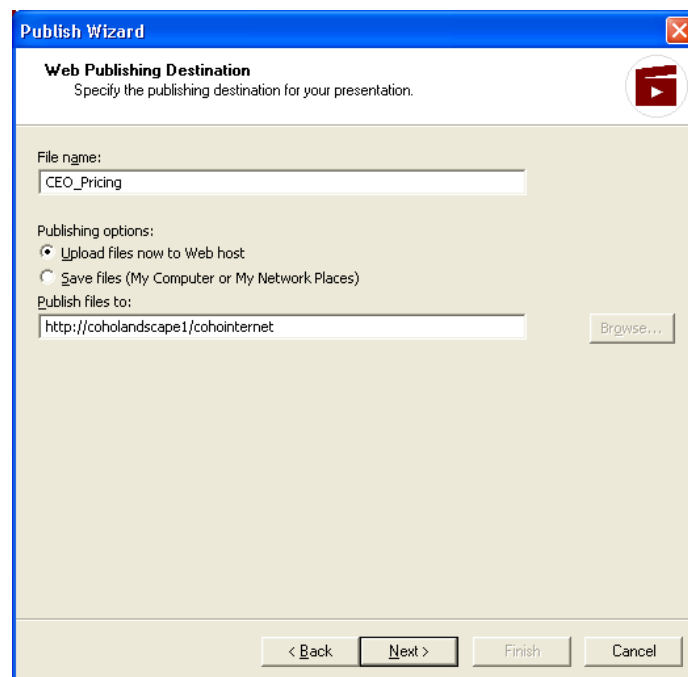


Figure 6-20 The Web Publishing Destination page.

9. Type a name for your presentation in the File Name box. The wizard provides the project name by default.
10. If it isn't already selected, click Upload Files Now To Web Host. Verify that the correct path is displayed in the Publish Files To box.

Click Next to proceed to the Presentation Information page.

11. In the Title box, type a title for your presentation.

Optionally, provide the name of the presenter, a path to an image, and a description. All these will be added to the introduction page when the presentation is published and will be visible to the viewer.

Click Next to proceed to the Playback Quality page.

12. Select at least one playback quality profile. The Publish Wizard will offer you only profiles that are appropriate for the type of content in your presentation. Since you're publishing for the Web, make sure one profile is checked that uses a low bit rate, such as For Target Audience Playback At 33.6Kbps.

Click Next to proceed to the Publish Your Presentation page.

13. If you're the curious type, click List Files To Be Published. A separate window opens that displays the file name of each file that Producer creates and/or copies to the publishing destination folder. Click OK when your curiosity has been satisfied.
14. Read the Publish To path, which is displayed near the bottom of the Publish Your Presentation page, and verify that it is correct. If you want to make any changes, now is the time to click Back.
15. Click Finish. The two progress bars near the top and middle of the page display the current condition of the publishing process, and the Publish Wizard also displays the estimated time remaining until completion.
16. When the publishing process is complete, the Publish Wizard allows you to preview your presentation. Click Yes in the window that asks, "Would you like to view your published presentation?" Be sure to pay attention to the speed at which the presentation loads and plays from this point forward, since you might want to make changes based on the performance you observe.

The introduction page for your presentation will open in a separate Internet Explorer window.

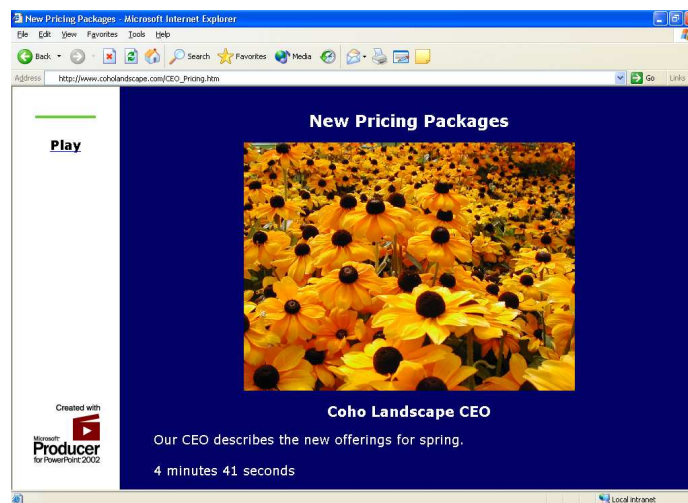


Figure 6-21 The presentation's introduction page displayed in Internet Explorer.

Click Play to view your published presentation. When you have finished watching, close the Internet Explorer window. Then click Close to exit the Publish Wizard.