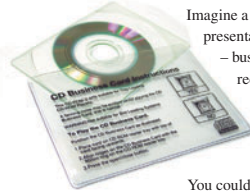


## CD Business Cards



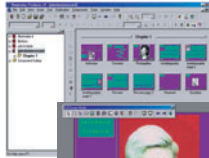
Imagine a business card and multimedia presentation in one, because that's what they are – business card-sized CD which you can record in a normal CD writer using CD-writing software. It'll play in most normal CD-ROM drives (though not slot-loading ones). The data is written at just the four corners of the disc.

You could use the card to store photos, references or product shots, for example, using the cards for promotion.

For me, they're a novel way of promoting my acting career. Because, as well as working at FREE ACCESS magazine, I am also a trained actress. When I heard about these cards I jumped at the chance to try them; to send to agents, for example, and to have on hand when I'm networking. It's a great concept because it's so convenient. I can present all my information: contact details, resume, publicity photos and video 'show reel' in a neat, handy package.

I used the Illuminatus program which comes with CD Business Cards, to create my multimedia presentation. Illuminatus uses a book format, with Chapters and Pages. On each Page there are Objects (text, video, graphics, animation, sound) to which you assign Properties. Properties relate to the content and style settings. Actions allow the Object to "do things". When you have finished the layout, complete with Properties and Actions you "Publish" your publication to your CD.

The CD cards will store up to 30 MB, which is more than enough for most purposes, but may be tight for video.



When creating the content of my card, I chose a contemporary visual style to reflect my creative (and quirky) personality. I selected bright colours and a fancy font, and used various transitions (fade, zoom and pixel). The idea was to make the presentation eye-catching and interesting, yet clear in

its content and simple to view.

When I send out my card I want them to know who it's from, what it's about, and where to find out more. The kit comes with labels and templates to help you create yours. There's also a custom label applicator to help you apply the label to the CD.

Julianne Formosa

### SKC CD Business Cards

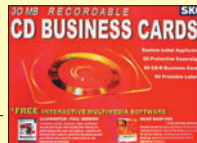
ERP: \$250

Manufacturer: SKC

Distributor: Communicue

Contents: 50 CD-R Business Cards (30 MB each), 50 printable labels, 50 protective cover slips, label applicator

Interesting promotional possibilities, but \$5 for each CD is pricey



## Communicate Pro

The program combines the tasks for which your computer uses a modem into a single program. It includes answering machine, data communications, email and sophisticated fax functions. You can also use it to help make normal telephone calls



using a phone or microphone connected to your computer/modem.

On screen the interface looks much like a full-function telephone. It uses a system of 'shelves' to select the functions you want.

Used as an answering machine, callers can be directed to leave messages in one of a number of 'mailboxes', or can send a fax. The default message sounds very professional, and you can create your own messages. This part of the program is very configurable, with lots of options in the setup menu. If you've got a modem which can decode caller ID, the program can announce the caller – you can also set the program to answer calls from particular numbers in a particular way.

The program offers a range of choices when it comes to dealing with the message. Received faxes can be printed or stored. They can also be forwarded by fax or email.

The fax feature offers a number of ways of using the program. From the message centre you can create a Quick Fax (basically a cover sheet which you fill in). You can also select the Communicate Pro printer driver from any application.

With a scanner attached you can send paper-based documents, you can also send faxes to multiple destinations.

There's a faxback feature, which will allow callers to have selected documents faxed back to them automatically.

Once set up, sending an email is a matter of clicking on the Internet shelf, and then Send. You'll get a fairly typical email window, and you can attach files and signatures. The program will also receive email for you. But this isn't a sophisticated email program, and you may want the advanced features of a stand-alone application. Though, this program does offer you the opportunity have emails 'read' to you by the computer when you're away from the office.

Other features include the ability to send voicemail messages to multiple phone numbers – recipients are told they've got a message and to press 1 to listen – and a data terminal feature.

All the parts of the program use the same address book, which is useful, and it includes a basic contact manager.

### Communicate Pro 5

ERP: \$139.95

Pub./Dist.: 01 Communicue/Access International

Requirements: 233 Pentium, Windows 95/98/Me/2000/NT4, 32 MB RAM, 45 MB HD, compatible modem and sound card

Rating: ★★★★★

A communications program which can tie together the communications needs of a small business

