

Media Contact:

Eva Hornak
Account Manager
919-877-0877

ehornak@catevo.com



Catevo launches ShowLogic™ presentation platform

Industry-first tool allows individuals to effectively organize and present key information using any media, in any order, at any time

Raleigh, N.C. (March 26, 2008) – The Catevo Group (www.catevo.com) has released [ShowLogic™](#), a new presentation platform that enables users to organize, link and easily navigate a wide range of traditional and interactive media.

Designed specifically for sales and marketing professionals, ShowLogic (www.show-logic.com) works with existing presentation tools, including PowerPoint®, and popular media types such as Adobe® Flash animations, Windows Media® files, photographs and PDFs. Imported files can be accessed instantly in any order for added user flexibility and control, and the system allows users to access live Web links and a large media database easily.

"Effective sales presentations are vital to every company's success, but even the pros struggle with ways to find and display the right information at the right time," said Tina Deatherage, Catevo's vice president of sales and marketing for ShowLogic. "With ShowLogic, users can incorporate the latest technologies in a meaningful way – and access them in any order, at any time, keeping key messages and dynamic supporting material front and center."

(more)

In addition to facilitating traditional presentations, ShowLogic also supports self-guided, interactive presentations ideal for tradeshow or kiosk use. The platform tracks user interaction – to help determine a prospective client's areas of greatest interest – and can survey users during or at the completion of a presentation.

ShowLogic's additional notable features include:

- A "point and click" interface to simplify and streamline file management.
- A customizable display for a unique look and feel that reinforces corporate or product brand identity.
- The ability to navigate via mouse, touch screen, pointer or tablet for maximum flexibility.

The minimum system requirements for installing ShowLogic are as follows:

- Microsoft® Windows Vista™ with 1.6 GHz Intel processor, 512 MB RAM; or Microsoft® Windows XP with 500 MHz processor or faster and 128 MB RAM
- Microsoft® .NET Framework version 2.0 or higher
- 10 MB of free hard disk space for default installation of all components
- Microsoft® Windows Media® Player 10 or higher
- Microsoft® Internet Explorer 6.0 or higher
- A CD-ROM or DVD-ROM drive is required to install the software

Optional Requirements include:

- Adobe Flash® Player 8.0 or higher (for playing Adobe Flash® animations)
- 2 GB or greater of free hard disk space for creating collections (collection size varies based on the number, size and type of media files imported)

ShowLogic supports the following media types:

- Presentation Files: Adobe Flash® files (.SWF); Microsoft PowerPoint® slides and presentations (.PPT; .PPTX)
- Text Files: Microsoft® Word documents (.DOC); Adobe® Acrobat® files (.PDF); text files (.TXT)
- Still Graphics: .JPG; .GIF; .BMP; .PNG
- Video Files: Microsoft® Windows Media® files (.AVI, .ASF, .WMV); Adobe Flash® video files (.FLV); other files(.MPEG, .MPEG2, .MP4, .DIVX)
- Web Files: .HTM; .HTML

“For a closer look at ShowLogic, interested individuals can arrange a live demonstration or request a trial version of the platform online,” said Deatherage.

For more information on ShowLogic, visit www.show-logic.com or contact Tina Deatherage at (866) 750-5411.

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About The Catevo Group

The Catevo Group provides comprehensive communications and marketing counsel to clients in a wide range of industries. Focusing on key capabilities within integrated communications, marketing/advertising and technology services, The Catevo Group creates dynamic, individual-to-the-client communications programs that stand out in today's crowded marketplace. Through this integrated approach, The Catevo Group aims to establish a new benchmark for communications consultancies. With offices in the U.S. and the Middle East, and global connections through The WORLDCOM Group, The Catevo Group is well-positioned to support any client's unique communication needs anytime, anywhere. For more information, please visit www.catevo.com.