m62 Reviews Sales Presentation Applications for the iPhone

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Liverpool, UK (RPRN) 10/13/09 — m62 visualcommunications, the global leader in presentation effectiveness, has reviewed the latest technology designed for giving effective training, business and sales presentations.

Experts from m62 try out different technologies and rate them. As m62 employees spend their working life either preparing presentations or actually giving them, they have had much experience in various gadgets in the market. Recently, m62 has reviewed presentation technology for the iPhone.

Apple's advertising claims that there is 'an app for everything', so the iPhone was tested to see if there is one suitable for giving a presentation. The potential of these applications is becoming increasingly relevant to the current business world. If a prospect is met on the plane, the iPhone may be the only option to display an example of what the company does in a presentation. m62 investigates whether this is possible, and if so, which is the best way to do it. Various applications are tested, comparing quality and functionality to find the best solution.

The verdict concludes that there is, as yet, no ideal application for the giving of a business or investor presentation on the iPhone. The biggest technical difficulty is that PowerPoint uses animation, which cannot easily be displayed on the phone. The best option is to convert the PowerPoint presentation to a video file, but this is far from perfect.

m62 continues to review the latest technology in presentation theory, testing gadgets for functionality and usability.

Nicholas Oulton, Founder of m62, commented: "So much effort goes into making PowerPoint templates and slides that it is important to make sure that these can be experienced at optimum level. There is nothing worse than spending hours slaving over a presentation, only for a technical glitch to ruin your shining moment. Here at m62 we test out various gadgets on the market and discover their shortcomings, so you don't have to."

m62 has delivered over 6,500 presentations globally, for a wide range of clients including Siemens, Microsoft and Sony.

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m62 is the global leader in presentation effectiveness, from offices in the UK, USA, and Singapore.
PowerPoint design for sales presentations, marketing presentations, training presentations, and investor presentations; PowerPoint training; and presentation skills training.

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