

Sales Tool: Gen32Demo

What is Gen32Demo?

Gen32Demo is a series of GraphWorX32 displays that cover the ICONICS Product Family. It can be used for:

- Seminar Presentations
- Customer Sales Calls
- Training

This document briefly describes how to use it and, more importantly, how to modify it to fit your needs.

How Navigation Works

This demo tool incorporates a navigation system which can be easily changed to create new demonstration sequences. It also permits easy updates when new examples become available.

Basically, whenever you press the large Next Screen Button



(or, press the F2 hotkey) a VBA Script is launched which reads in the text file "DISPLAYLIST.TXT". This text file contains a list of all of the display files in the order in which they should be presented. The script finds the name of the display you are currently on within the list, and then reads in the next filename. It then loads up that next display in the sequence.

Pressing the "HOME" button takes you to the first display in that text file.

Changing the Sequence

Since navigation is simply dictated by the contents of the DISPLAYLIST.TXT file, all you have to do to alter the presentation is to modify that file.

- Distributors can insert displays talking about their products and services (perhaps added after the overview on ICONICS)
- Add Industry-Specific examples when doing a presentation to a customer
- Remove Screens to shorten the presentation
- Change the order to fit your presentation style

The GraphWorX32 filenames (*.gdf) must be unique. If you wish to show the exact same display more than once within the same presentation sequence, simply copy the file and change the name (perhaps adding a "2" at the end of the filename, etc.).

Carousel Compatibility

You'll note that preceding each filename is also a 2-digit number and a space. This is to make these files compatible with the Carousel program, which uses this data for auto-switch timing. For further details, review the CaroRead.TXT file.

Jumping To Any Point

If you wish to "jump" to a different screen without having to cycle through all of the displays, click on the Screen List Control Button:

It brings up a VBA Form which lists the displays in the order shown in the DISPLAYLIST.TXT file (note: it strips off the Carousel timing info, as well as the ".gdf" extension for easier reading). You can simply double-click on any name in the list to instantly jump to that section of the sequence.

Multiple Presentations Possible

Also in the Screen List Control window is the button shown to the right. Pressing this button then brings up a pop-up window with a list of other presentation sequence files to choose from. Basically it searches in the same directory for all files that end in "displaylist.txt". For example,



if it finds a file with the name "MyCustomerDisplayList.TXT", it will show in the list "MyCustomer".

By selecting one of these file names, it copies the contents of that file into the "DISPLAYLIST.TXT" file (the one the demo sequence uses for navigation). This can be done in the middle of a presentation!

So, to create your own presentations for various customers, seminars, market segments, countries, etc, simply create as many "*displaytext.txt" files as required, each one following the format described earlier.

Updates Are Easy

There will be periodic updates to the Gen32Demo. Additional training screens will be created, more examples added for various industries, etc. Because of the flexible navigation system, updates will be a simple matter of acquiring the new files and the associated navigation text file. Go to: <u>http://www.iconics.com/support/gendemo_updates.asp</u>

Template Customization

Should you decide to change the overall look-n-feel of the demo (e.g., a different color scheme, other bitmaps, titles, etc.), you can modify the DEMO.TDF template file. Then, re-apply this template to all of the displays in the directory.

If you have further questions, please contact our Technical Support Department: support@iconics.com