

ProPoint Graphics

Standing out from the crowd



ProPoint Graphics
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Innovative design firm uses Adobe® Acrobat® to bring static presentations and marketing collateral to life

Each day, e-mail inboxes worldwide are bombarded with boring advertisements; meeting rooms suffer from unimaginative presentations; and press kits are littered with run-of-the-mill imagery. ProPoint Graphics has taken a stand against the norm, and is reaching new audiences by reimagining business communications.

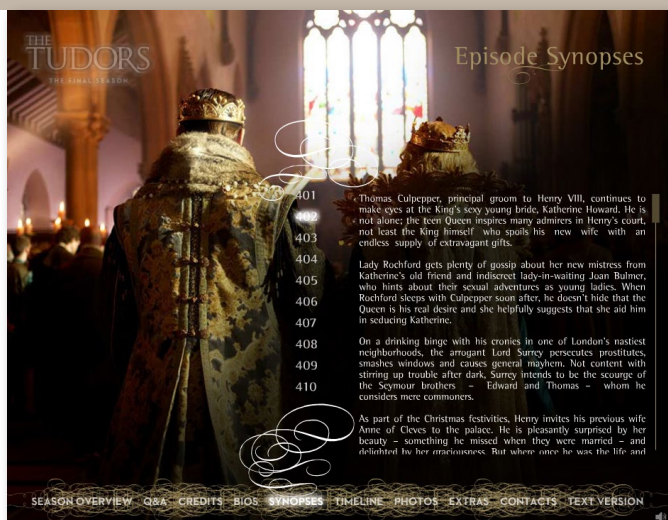
The company specializes in developing world-class presentations and communications services for global clients, spanning virtually every industry. Leveraging the power and flexibility of Adobe Acrobat and Adobe Creative Suite® software, ProPoint Graphics produces powerful, interactive multimedia presentations that engage audiences across media platforms, operating systems, and devices.

"Companies want new ways to reach audiences, especially using video, animation, and other interactive elements to capture their attention," says Jordan Halperin, president of ProPoint Graphics. "We found we can do this by integrating several types of media files into a single document without sacrificing the quality or integrity of the files. Only Adobe Acrobat can help us achieve this by creating high-quality, rich-media PDF files."

Pushing the boundaries of creative communications

ProPoint Graphics consistently pushes the envelope of the standard definition of what a presentation is—and what it could be. Every day, clients offer the organization a unique vision of how they want to present themselves to the public through online interactions, as well as through face-to-face communications. Ultimately, it's the responsibility of ProPoint Graphics to make that creative vision a reality on a large screen, Mac, PC, or mobile device.

Using Adobe Acrobat and Adobe PDF files, ProPoint Graphics can compile interactive, dynamic media elements into a single, compact file. Audiences ranging from corporate presenters to media press corps can access the rich multimedia files from virtually any computer or mobile device using only the free Adobe Reader software.



Challenge

- Enhancing static corporate documents and presentations with dynamic content
- Helping clients increase the effectiveness of their promotions, presentations, and marketing campaigns
- Enabling simple, reliable access to rich multimedia content across operating systems, channels, and devices

Solution

- Use Adobe Creative Suite software to develop interactive, dynamic content for use in promotional materials and presentations
- Leverage Adobe Acrobat and PDF for compact storage and delivery of interactive creative assets across operating platforms
- Create high-quality digital artwork with Adobe Creative Suite software that can be repurposed for use in other promotional areas—including print, web, and billboards

Benefits

- Created unique, multifaceted promotional campaigns, spanning a variety of media
- Added interactive, dynamic content to traditional corporate documents and presentations for greater engagement and higher impact
- Streamlined delivery of creative assets across operating environments with PDF, reducing development time and costs
- Increased downloads of press kits and dramatically increased awareness of client campaigns

Using Adobe Acrobat and dynamic portable document format (PDF) files, ProPoint can take a standard Adobe InDesign® brochure, Microsoft PowerPoint presentation, or similar deliverable, convert it to PDF, and integrate it with rich content. With interactive elements like video created with Flash® Professional technology, high-definition images enhanced with Adobe Creative Suite software solutions, links to web content, and recorded presentations captured with Adobe Captivate®, ProPoint Graphics takes business communications to new heights.

For these corporate clients, the company leverages the seamless integration and creative capabilities of Adobe Creative Suite software—including Adobe After Effects®—to incorporate dynamic elements like simple return-on-investment (ROI) calculators, animation, or other features to make lectures and presentations more impactful. "With Adobe Acrobat and Creative Suite software, we can transform client communications into something more than just routine presentations and instead create interactive experiences that are extensions of client brands and messaging," explains Jim Confalone, creative director at ProPoint Graphics.

Meanwhile, Hollywood is reaping the benefits, as well, from ProPoint's innovative approach to digital marketing. For example, ProPoint helped the television network Showtime generate buzz and raise the level of excitement surrounding the final season of *The Tudors* with a dynamic downloadable press kit.

Unlike previous press kits, the new version incorporates interactive elements created using other Adobe solutions such as embedded video and enhanced customized sound, animations, and high-definition images from program episodes—giving viewers a unique glimpse at the series' history and foreshadowing what's to come for King Henry VIII of England and the cast's other central figures.

"Adobe Acrobat helped us present a lot of interactive content to audiences in a completely unique way," says Halperin. "We were able to give Showtime viewers and entertainment media professionals a new way to engage the storylines of the show and play up the drama for the show's final season. More important, the network saw significantly higher download rates and increased engagement from entertainment media, proving that the content had the desired effect."

An extended reach

In the past, creating interactive promotional content would have involved multiple iterations of the same creative to ensure its playability across various operating environments. "For each project, we had to evaluate which type of a computer people would use and determine the appropriate authoring software to make sure they could reliably access the content," says Demitri Alexander, multimedia designer at ProPoint Graphics. "Using Adobe Acrobat eliminates accessibility concerns because PDF is a universal format that anyone can view with only the Adobe Reader® software. It's an ideal vehicle to deliver any type of rich, high-quality business communications."

ProPoint Graphics uses Adobe Acrobat and dynamic PDF technology to deliver rich, immersive experiences to all audiences. Click the button below to explore the Showtime Original Series, *The Tudors*, through the company's innovative press kit.



"Companies want new ways to reach audiences, especially using video, animation, and other interactive elements...Adobe Acrobat can help us achieve this by creating high-quality, rich-media PDF files."

Jordan Halperin
President,
ProPoint Graphics

View the interactive PDF with streaming video

Toolkit

Adobe Creative Suite. Components used include:

- Adobe Acrobat
- Adobe After Effects
- Adobe InDesign
- Adobe Flash Professional
- Adobe Photoshop®
- Adobe Illustrator®

Adobe Captivate

The flexibility of the Adobe solution also enables ProPoint Graphics to extend the reach of its creative content beyond presentations and on-screen sales enablement tools. By leveraging Acrobat, ProPoint Graphics can quickly and efficiently repurpose electronic content for use in other projects, including printed materials.

"Using Adobe Acrobat and PDF, we were able to take the creative developed specifically for *The Tudors* press kit and give it to collaborating partners to produce handouts, posters, billboards, and other promotional elements," Halperin says. "From a single file, we helped build a comprehensive marketing awareness campaign around the television series."

The company is exploring other ways to benefit from the wide-ranging functionality of the Adobe solutions. "We've really only scratched the surface in terms of finding new ways to deliver dynamic content to diverse audiences," says Confalone. "In the future, we're looking to use Adobe Acrobat to create PDF files that automatically update using information streamed securely from back-end databases and incorporate other custom content unavailable in most of today's presentations."

For more information

www.adobe.com/products/acrobat



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