



Just Push Play



CREATING AN INTERACTIVE DVD

The DVD has given us more storage space than we know what to do with, but the true promise of Multimedia has made it possible to use that room to get your message across to clients, potential customers, trainees, or employees.

Interactive DVD is more than what the name implies – it has the ability to present video, text, graphics, or data, in any form, in a way that has never been possible before. With the proper structure, Interactive DVD has the capability to be a marketing, training, or informational tool unlike anything we have seen before! Imagine a company whose business is digital data gathering devices – they make a category of device used by environmental firms, shipping companies, food service companies, and the military. Rather than create a separate presentation for each sector, the company can build an Interactive DVD which starts out with an overview of the company, stating its' unique benefits, then have a chapter targeted at each of the sectors that it markets to. It can be created and sent out inexpensively (or put on a page of a website), and anyone with a computer or a DVD player has immediate access to it.

The trick to making an Interactive DVD that achieves its purpose is structure. The DVD must be planned out so that the flow of information is crystal clear and the navigation is simple. Let's pick the environmental firm section of the company outlined above: they have a data logger that logs water flow, one that logs PH, and one that logs wind speed. The DVD might be structured so that the initial screen which shows up has buttons for "about our company", "environmental", "shipping", "food service", and "military". This allows the viewer to immediately zero in on their area of interest. Then under "environmental" there would be a second screen with buttons that launch chapters on "water flow", "PH", and "wind speed". At the end of each section, the Interactive DVD can be set up to go where you want it to. You might want to send the viewer interested in Environmental products right back to the main screen for Environmental, play the three Environmental videos in order, or send them to the sales department via an email hyperlink to request a quote.

It's all in the programming, and Bourke Media can create an Interactive DVD that gives your marketing department the tools to get your message across, in complete detail, cost-effectively. It's always cheaper to send information than it is to send people, and Bourke Media makes this possible in ways you never before thought possible. We can even put *data* on your DVD, so that when customers put your DVD into a computer drive, they have access to interactive PDF files of your catalog sheets, or even several catalogs, all in one digital location.

