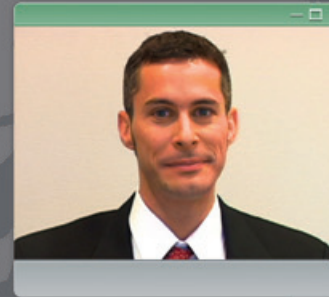


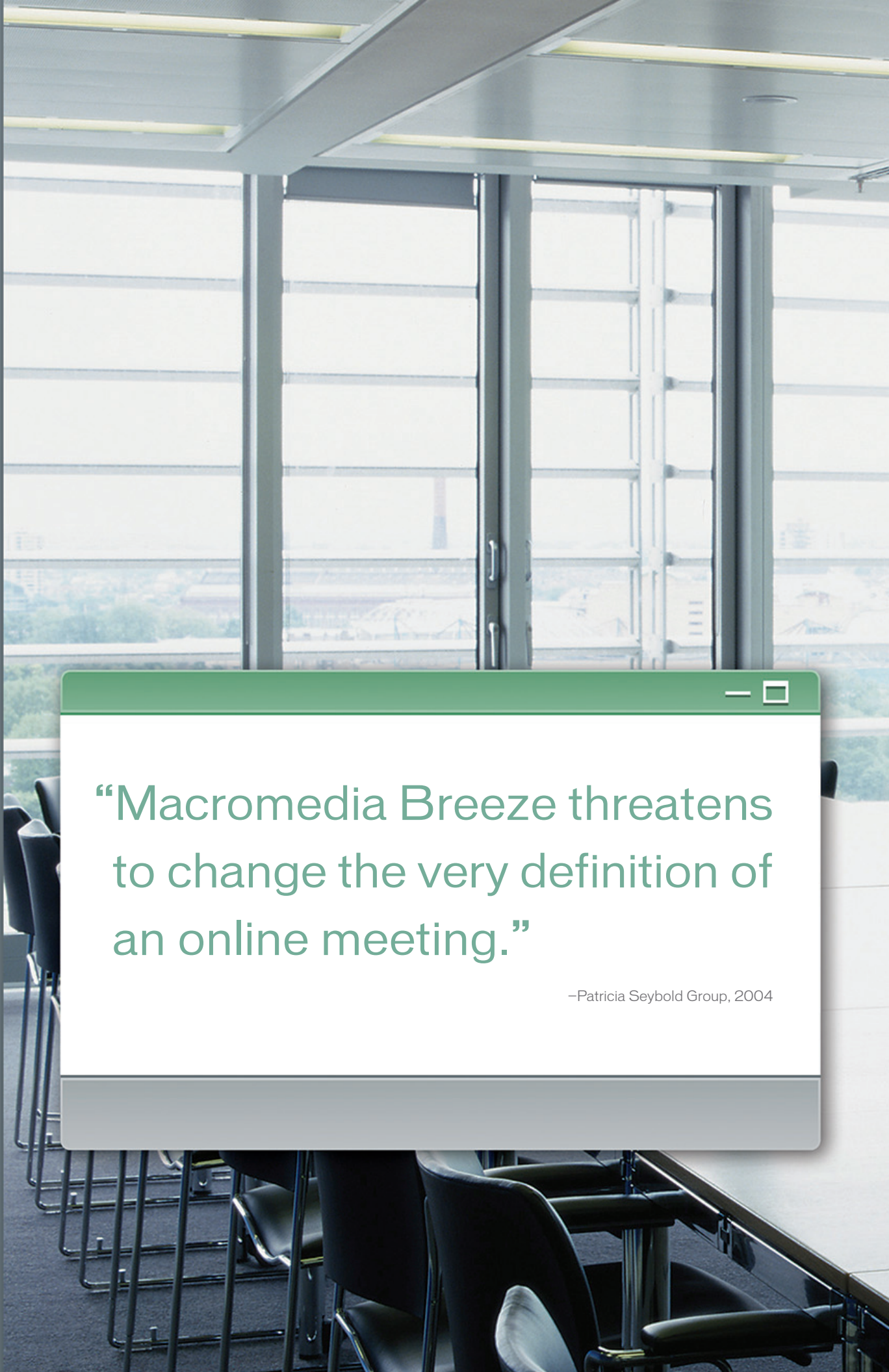


macromedia®



# Macromedia Breeze™

Introducing web communications that really speak to people.



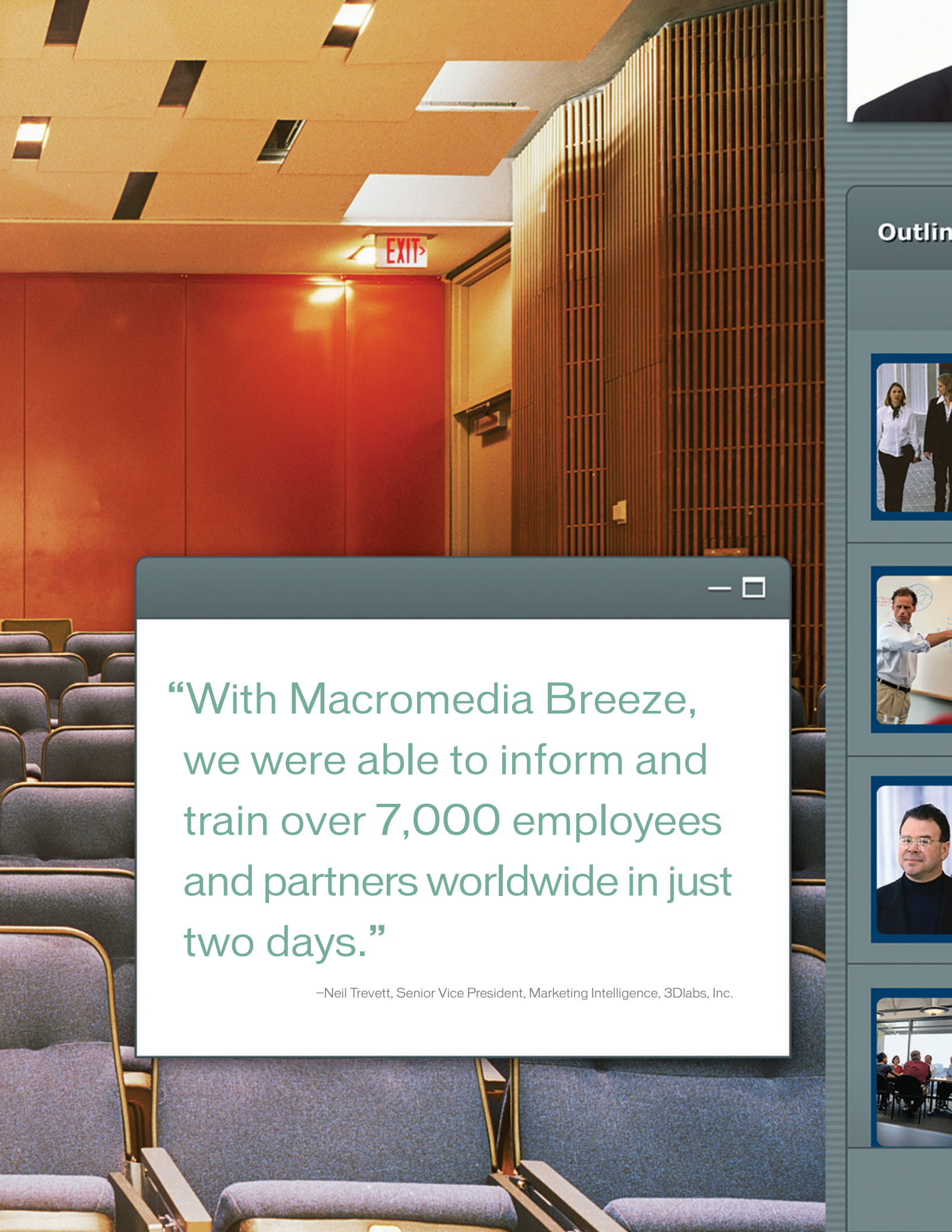
“Macromedia Breeze threatens to change the very definition of an online meeting.”

—Patricia Seybold Group, 2004

## Reach. Engage. Succeed.

Few organizations are untouched by the imperative to do business across geographies. The faster and more effectively you can communicate across distances, the more successful your organization will be—whether your goal is to reach more prospects, sell online, brief your team, deliver courses, or ensure compliance.

Macromedia Breeze is elevating online training and web conferencing to a whole new level by delivering high-impact communications that everyone can access instantly through any web browser. Breeze provides real-time and on-demand communications that let you reach your audience anytime, anywhere, with rich multimedia content that delivers your message effectively and affordably.



EXIT

“With Macromedia Breeze,  
we were able to inform and  
train over 7,000 employees  
and partners worldwide in just  
two days.”

–Neil Trevett, Senior Vice President, Marketing Intelligence, 3Dlabs, Inc.

Outlin



## Communicate with ease.

Macromedia Breeze is a rich web communication system that lets you instantly reach your audience. Breeze online meetings, self-paced training courses, and on-demand presentations are delivered using Macromedia® Flash® Player, which is already installed on more than 98 percent of browsers worldwide, so your audience can access Breeze meetings and presentations instantly, without downloading special plug-ins.



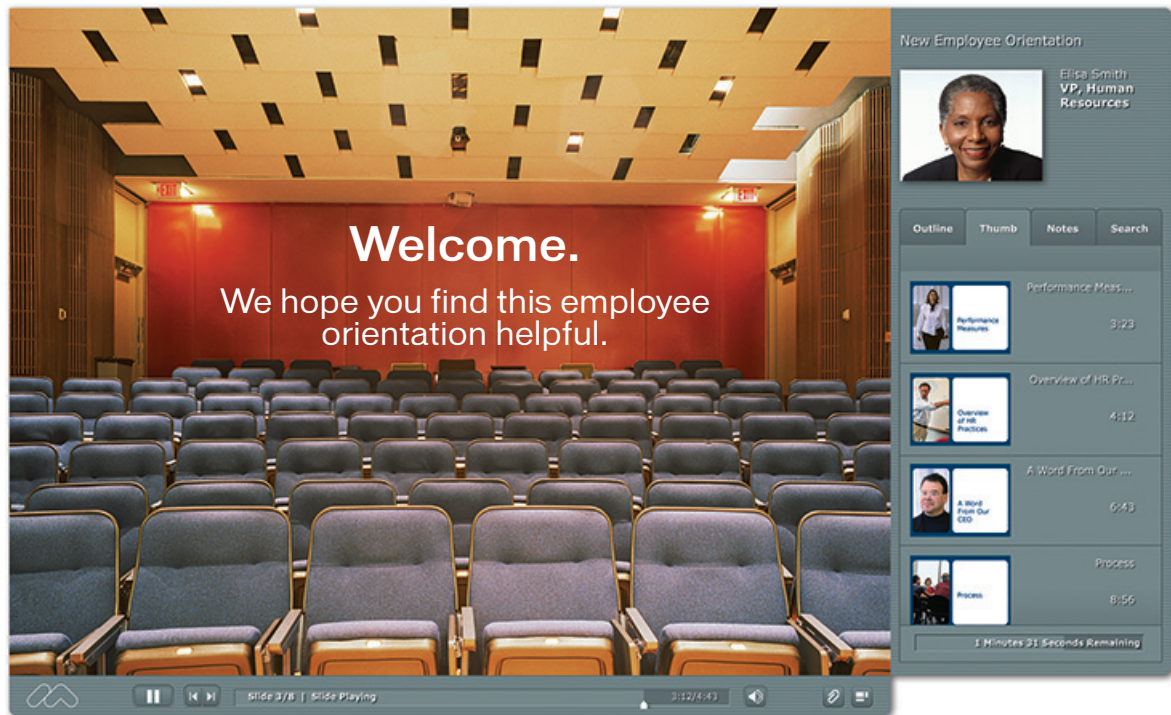
# Meet.

## Anyone, Anywhere, Anytime

Meet instantly with anyone to share presentations, applications, and engaging multimedia content, such as video and simulations.

Breeze meeting rooms can be customized to support the kind of meeting you're holding—whether it's a collaborative session with colleagues or an elearning lecture. What's more, Breeze meeting room configurations and all content are automatically saved and always available for reuse, dramatically reducing preparation time for recurring seminars, sales demonstrations, or online classes. Meetings can be easily recorded for later reference.

Breeze provides full support for conducting large online seminars, enabling you to easily get your message out to a wide audience without the costs and logistical problems of in-person events.



# Present.

## Personalize, Analyze, and Update

Make your presentations stand out. With Breeze, you can personalize Microsoft® PowerPoint® presentations with voice-over narration and add video, animations, and simulations. Breeze converts your presentations to the Macromedia Flash format and publishes them online for your audience to view at their convenience.

Breeze reports let you analyze the success of your presentations by providing viewer statistics for each slide, so you can easily tell what's working and what's not, and update your presentations as needed.

Breeze presentations are automatically stored in the fully searchable Breeze content library, allowing you to improve productivity by enabling all content creators to find, retrieve, and repurpose content across the organization.

Preparing for Product Roll-Out

Dan Patrick, VP of Product Marketing

| Outline                | Thumb   | Notes | Search |
|------------------------|---------|-------|--------|
| Product Roll-Out Ph... | Phase 1 | 5:00  |        |
| Product Roll-Out Ph... | Phase 2 | 7:50  |        |
| Product Roll-Out Ph... | Phase 3 | 10:35 |        |

1 Minutes 31 Seconds Remaining

# Train.

## Rapid and Effective elearning

Training has never been easier or faster. Breeze lets subject-matter experts use PowerPoint to create narrated multimedia training modules. With Breeze, it's easy to add a variety of quizzes, from multiple-choice to fill-in-the-blank, and results can be tracked using a convenient reports dashboard. Because Breeze enables content creation at a fraction of the time and cost of traditional elearning methods, the load on scarce training resources is reduced.

Breeze also provides complete curriculum management, including the ability to require live seminars, as well as self-paced courses, within a single curriculum. Finally, Breeze content complies with AICC and SCORM standards, enabling straightforward integration with existing learning management systems.



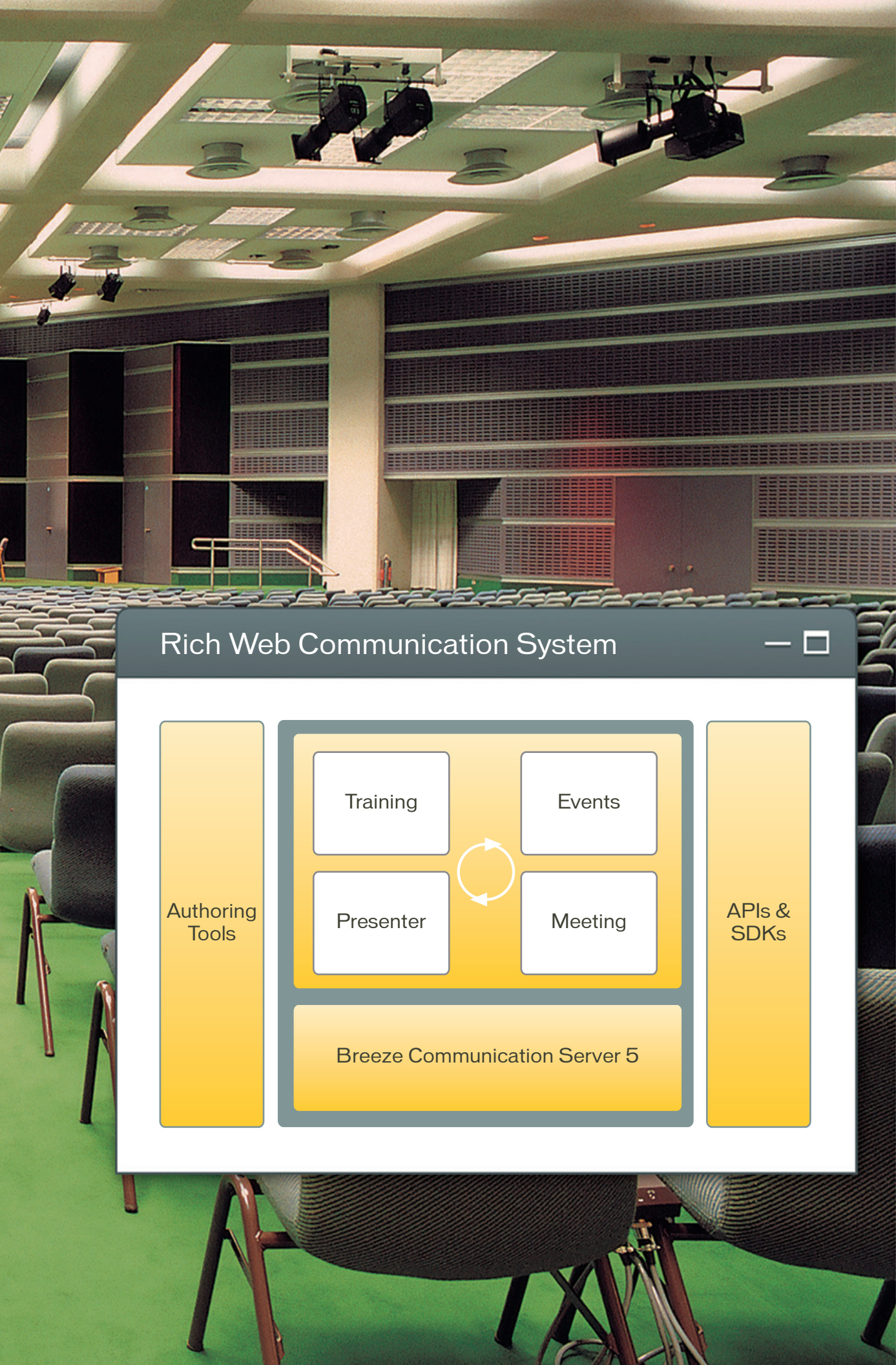


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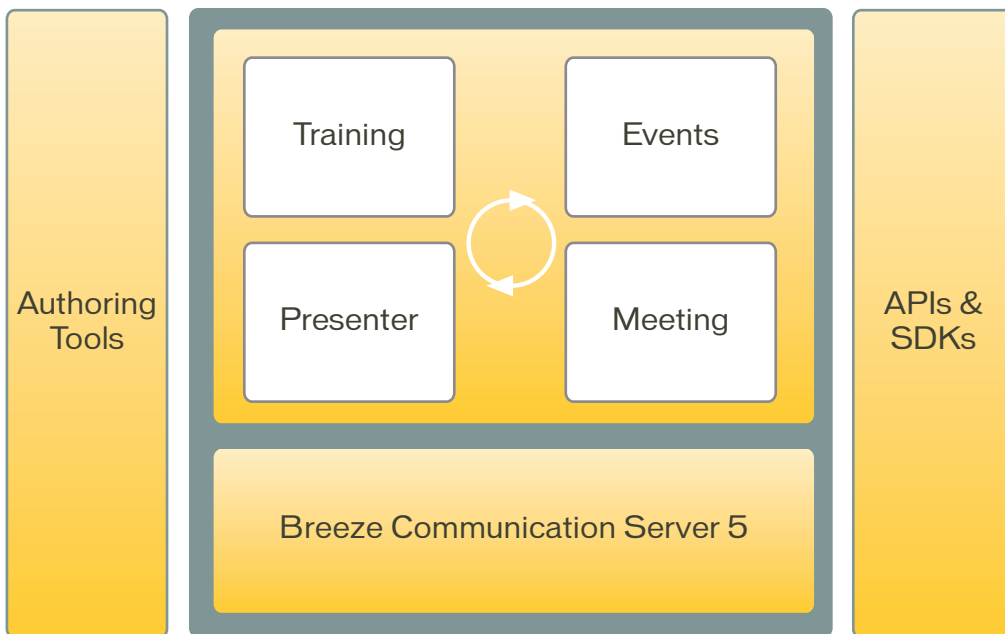
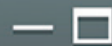
## Flexible Branding and Integration

Breeze is designed to easily adapt and expand to suit the needs of your organization. Extensive branding functionality allows your organization to incorporate your brand, including color scheme and logo, throughout the Breeze experience.

The Breeze architecture supports flexible integration with enterprise systems. For example, Breeze Directory Services enables out-of-the-box integration with existing user management systems. Breeze provides APIs and SDKs to support integration with existing applications through web services. Breeze also supports third-party audio conferencing integration, so you can use audio conferencing provided by an existing Breeze partner or by a provider of your choice.



## Rich Web Communication System



Dan Pat  
VP, Pro

### Outline



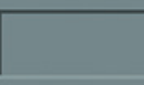
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# Achieve measurable results.

Achieve immediate time and cost savings through reduced travel to and from meetings, faster training, increased productivity, and more efficient—and effective—communications with customers, prospects, employees, students, and partners worldwide. Here are a few examples of how your teams can start realizing the benefits of Breeze today:

## **Elearning**

- › Rapidly develop training content using Microsoft PowerPoint
- › Use a common curriculum to manage self-paced and live training courses
- › Easily track and analyze results with Breeze dashboards
- › Integrate with existing learning management systems

## **Sales and Channel Training**

- › Accelerate training for new reps and partners
- › Provide updates on new products and pricing
- › Train more frequently through online seminars

## **Marketing**

- › Reach large, distributed audiences instantly
- › Increase direct marketing responses with high-impact multimedia presentations
- › Efficiently manage and track large online events

## **Sales**

- › Quickly qualify prospects through online demos
- › Shorten sales cycles by using frequent live online meetings
- › Deliver customized capability presentations and proposals, complete with voice-overs

## **Human Resources**

- › Conduct employee orientation sessions
- › Share policies instantly with worldwide staff
- › Distribute employee compliance programs

## **Education**

- › Develop course content and academic programs online
- › Host online meetings, classes, or virtual office hours
- › Rapidly deliver professional development training to educators and staff

## **Government**

- › Rapidly train your workforce or your first responders
- › Collaborate instantly across programs and agencies
- › Deliver web-based briefings in a secure, ultra-lightweight footprint

## **Cross-team Collaboration**

- › Share plans and schedules with team members worldwide through on-demand presentations
- › Meet online to review and edit specifications, marketing materials, or budget proposals



Learn more about Breeze at [macromedia.com/go/breeze](http://macromedia.com/go/breeze)  
To speak with a Breeze specialist, call 888-649-2990

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