



## **How to Create Internet Business Presentations**

RealNetworks How-To Series

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## How to Create Internet Business Presentations

These instructions are designed to give a technically savvy (but not necessarily sophisticated) person an overview of how to create and distribute an Internet business presentation using RealSystem® iQ and Microsoft's PowerPoint business-presentation software.

Applications include (but are not limited to):

- Customer presentations
- Analyst presentations
- Training
- Corporate communications (e.g., CEO announcements)
- Any application where you and the slides are somewhere (or sometime) the audience isn't

All of these applications can be viewed live or on-demand and offer the added convenience of protecting your content from subsequent distribution or modification.

This application note is designed to enhance—not replace—the user documentation that ships with each product. Finally, for simplicity, this note often assumes the Windows operating system even when other platform choices are available. At the time of writing, RealPlayer 8 is fully supported on Windows and Mac operating systems by RealNetworks®, and community supported on an additional 16 Unix and Linux operating system and platform combinations. RealSystem Server iQ is available and fully supported on seven operating systems.

### Order and download your software.

For this application we recommend the following three software products, which can easily be purchased and downloaded from RealNetworks.com:

- RealPresenter® Plus—to create streaming PowerPoint presentations with audio and video
- RealSystem Server 8 Plus—to support and manage the delivery of your digital media for up to 60 simultaneous users
- RealPlayer® 8—to view the presentations you'll create with RealPresenter Plus

These three products are all supported by RealSystem iQ, which has broader content support and greater redundancy than ever before. To learn more, visit [RealNetworks.com](http://RealNetworks.com).

Corporate purchasers should note that we also now have the RealPlayer Intranet—a full-featured RealPlayer designed with businesses in mind. To learn more, visit [RealNetworks.com](http://RealNetworks.com) and look for the RealPlayer Intranet Administrator.

For purchased products, we'll send email instructions with the necessary download information and serial numbers (also known as license keys). Given the pace of innovation in our industry, we strongly encourage customers who are purchasing our software to include Upgrades & Support at the time of purchase.

## **Make sure you have the right hardware.**

For a large-scale live event, we recommend installing RealSystem Server and RealPresenter on two different computers that are at least Pentium II 300s or better. RealPresenter will run with either PowerPoint 97 or 2000 on Windows 95/98/ME or NT4sp4 /2000. If you'd like to include a video of someone presenting the PowerPoint material, you'll need a Video for Windows (VFW)-compatible video-capture card and camera. We recommend the Osprey 100, which allows you to plug in any video device (e.g., camcorder) that supports common RCA video cables.

The computer for your RealSystem Server should have a minimum of 128 MB of RAM; 256 MB is recommended for optimal performance. The RealSystem Server Plus 8 application requires about 14 MB of storage, plus storage for your media content. An average configuration will probably suffice for a few presentations, but if you'd like to use the server to store and stream multiple presentations, you may want to invest in a larger hard drive. Depending on the amount of content you want to stream and at what bit rate, you may need a 20-80+ gig hard drive. Single rate media storage requirements can be calculated with the following equation: bit rate of clip in kbps X length of clip in seconds divided by 8 = KB required disk space.

Finally, the audience members for your presentation should be using RealPlayer 8 or later and typically should be running a 200 MHz or better Pentium processor and Windows 95/98/ME/NT/2k. Macintosh and Linux users should expect comparable machines. Check our Web site for more details and specs.

## **Install and configure your software.**

Once you've downloaded your software (or you've received the distribution media) and selected your machines, you're ready to install and configure your software.

### **To install and configure RealSystem Server:**

Start with the machine that will support your RealSystem Server Plus.

1. Download the RealSystem System Server installer/set-up program
2. Make sure you have your license key downloaded on the same system where the RealSystem Server will be installed. You will need this file before running the set-up program
3. Run the set-up program. For Windows NT/2000, double click on the setup program to launch. For Linux/UNIX, from a shell execute the set-up binary
4. Follow the step-by-step instructions of the installer. For more help, consult the installation instructions that came with your RealSystem Server.

If you're installing the server within your corporate firewall, the RealServer may inherit the network attributes (e.g., network name, IP address) of the workstation or server it's installed on. If not, or if you're installing the RealSystem Server to reach an audience outside your firewall, you'll need to check the RealSystem Server manual more carefully and perhaps consult with some MIS professionals who understand your networking environment.

### **To install and configure RealPresenter:**

Now proceed to the machine on which PowerPoint is installed and which you'll use to create your presentations:

1. Insert the RealPresenter disc in your CD-ROM drive, or download the install program if you purchased the product from the RealNetworks Web site.
2. Close all open programs.
3. Double-click the set-up program to begin installation.
4. Click **Yes** when asked to shut down RealNetworks applications.
5. At the Welcome screen, click the **Next** button.
6. Inspect the Program License Agreement, and click **Yes** to agree.
7. Enter your name, the name of your company, and the serial number of the product. This number was given to you when you purchased the product. Click **Next** when finished.
8. Choose a destination directory location or accept the default location, and click **Next**.

RealPresenter begins to install on your computer.

9. After installation is completed, you can select to view the ReadMe and create an icon for the program on your desktop. Click **Finish** to begin registration.
10. Enter your E-mail address, Country, and Zip Code in the appropriate fields.
11. If you want to be informed of any updates to this product, select **Inform Me of Updates and Events**.
12. Click **Finish** to complete installation.

### **To install and configure RealPlayer:**

Finally, proceed to an optional third machine to install RealPlayer 8 to test your presentation. If you don't have a third machine available, you can install RealPlayer 8 on the same machine as RealPresenter and use it to test only the "on-demand" playback of your presentations.

1. Double-click the RealPlayer Plus Installer. The installation process will begin. Follow the instructions in each of the screens that follow.
2. When installation is complete, your Web browser will launch and take you to a Welcome page that will help you connect immediately to content as well as offer additional information about how to use your Player. If you did not connect to the Internet earlier to electronically register your RealPlayer, your browser will attempt to dial your Internet Service Provider (ISP) to make the connection at this time.

Now you've installed all the software you'll need and it's time to move on to creating and then publishing your presentation.

## Creating and Publishing your RealPresenter Presentation

RealPresenter and the other software we've recommended can be used to create and stream both a live presentation or something that you can record and play back later (we call this "on – demand"). The steps share some common elements—we'll cover the record and playback scenario first and then cover some of the elements of a live event—although you'll want to check your manual for step-by-step instructions for the latter.

### 1. Create a script.

The first—and most crucial—step in creating a streaming media presentation is creating a script. A script is a written document containing everything you want to say in your presentation.

It really doesn't matter what the format of the script is. You can write it on a computer using a word-processing program, on a legal pad, or on a cocktail napkin. What is very important is that you write a script before you begin recording. You may be a great public speaker or great at ad-libbing, but deciding what you will say ahead of time will give you a better chance of creating an effective presentation.

**Tip:**

Use the Notes feature of PowerPoint to create a script and save it with your PowerPoint file. You can create a note that opens with each slide. These notes will not be recorded, and they allow you to easily read your script, slide after slide.

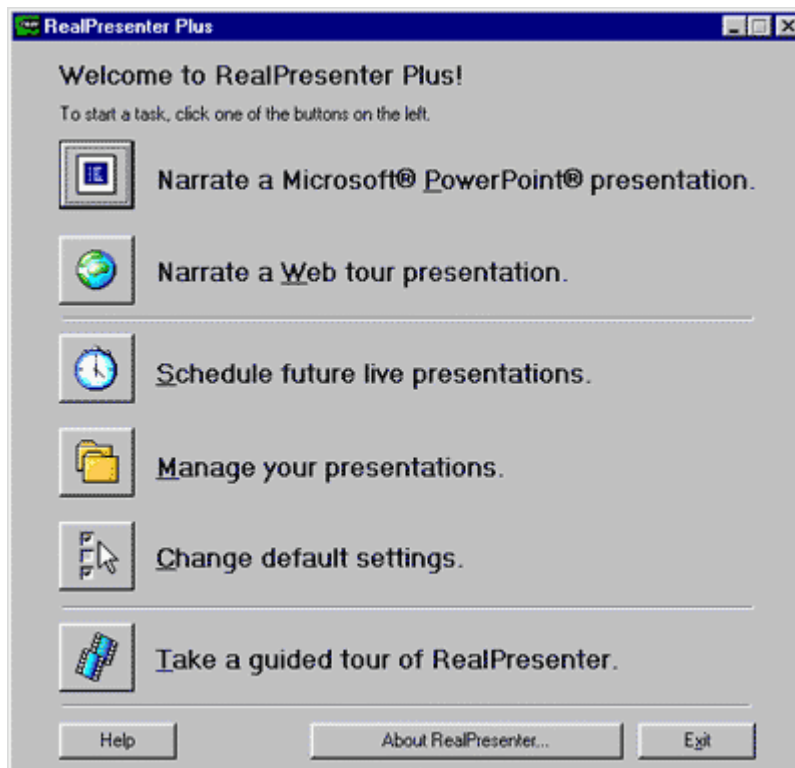
## 2. Start RealPresenter.

You are ready to open RealPresenter and begin the recording process. This section shows you how to start RealPresenter from either the Windows Start menu or from within PowerPoint.

### To start RealPresenter from the Start Menu:

1. From the **Start** menu, select **Programs>RealPresenter**.

RealPresenter opens to the main window. The main window is the starting point for all RealPresenter features.



2. Click on the first choice, **Narrate a Microsoft PowerPoint Presentation**. The Open a Microsoft PowerPoint Presentation dialog opens.

3. Browse to the PowerPoint presentation you want to convert into streaming media, select it, and click **Open**. PowerPoint opens the presentation you selected and

RealPresenter opens to the Presentation Options dialog. In the next section, you will learn how to prepare to narrate your presentation.

### To start RealPresenter from PowerPoint:

1. Open PowerPoint and then open the PowerPoint presentation you want to convert into streaming media.
2. From the **RealPresenter** menu, select **Narrate a Presentation**.

RealPresenter opens to the Presentation Options dialog. In the next section, you will learn how to prepare to record your presentation.

### 3. Prepare to narrate the PowerPoint presentation.

Now that you have your script ready and you've opened a PowerPoint file within RealPresenter, you can prepare RealPresenter to create a quality streaming media presentation. In this section you will enter information about your presentation and check your recording devices.

#### Entering Information about the Presentation

Every presentation needs a few items of information to distinguish it from the others: the title, the author, keywords, and a brief description. This sections shows you how to add this information.

#### To add information:

On the Presentation Options page, select **Record for Viewing Any Time** and click the **Next** button.

The Presentation Information page opens.

RealPresenter Plus - Presentation Information

Enter your presentation title, keywords and description. This information is used in presentation e-mail announcements and in archiving recorded presentations.

Author: Me Copyright: 2000

E-Mail Address: me@here.com

Title: My Presentation

Keywords:

Description:

WITH intel Optimizers INTERNET PRESENTATION

Help Cancel < Back Next > Finish

Enter the following information in the appropriate areas:

1. **Author**—enter your name or the name of your company
2. **Copyright**—enter the year and owner of the presentation you will create (for example, "copyright 1999, ABC Corporation")
3. **E-Mail Address**—enter your valid e-mail address; users will be able to send you comments on your presentation using this address
4. **Title**—type in an appropriate name for the final presentation

5. **Keywords**—one or two words that will help your audience search for your presentation.
6. **Description**—type in a brief summary of what your presentation is all about

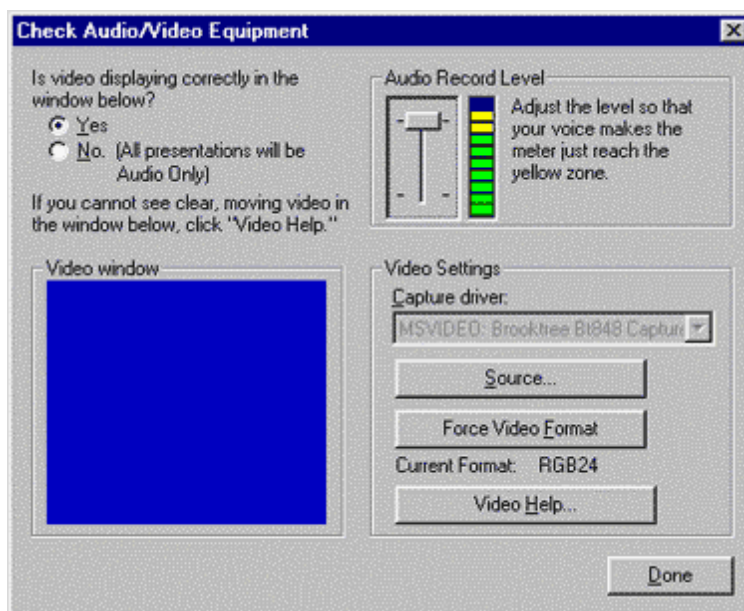
Click the **Next** button when finished. The Ready to Record page opens.

### Checking Audio and Video

RealPresenter is just about ready for you to begin recording. But first you must make sure your equipment is set up properly. If you are using basic recording equipment, such as a small microphone and video camera that came with your computer's video-capture card, a few moments is all you need to get ready.

#### To check your audio and video equipment:

1. Make sure your microphone and camera are connected and turned on.
2. In the Getting Ready to Record page, click the **Check Audio/Video Equipment** button.  
The Check Audio/Video Equipment dialog opens.



3. Point the camera (if you're using one) toward yourself.
4. In the dialog, see if you appear in the Video window.
5. If you see yourself, click **Yes**. If you cannot, click **No** or click **Video Help** for recommendations.
6. Move the Audio Record Level Slider until the meter reaches the yellow indicators when you speak.
7. Click **Done** to return to the Ready to Record Page.

8. Click the **Finish** button to continue. On the first run, RealPresenter will execute a quick performance check to make sure your computer has enough power for the settings you've chosen.
9. RealPresenter converts your slides. Once the conversion is complete, RealPresenter opens the Recording Control Panel.

#### 4. Record Your PowerPoint presentation.

You are ready to begin recording the narration for your presentation. This section guides you step-by-step through each part of the process. We will show you all the controls used during recording and how to record your audio and video.

Here is a brief tour of the Recording Control Panel and the controls you will use to record your audio and video.



**Start**—begins recording

**Pause**—pauses the recording

**Stop**—stops the recording

**Video**—closes or opens the Video window

**View**—makes the Recording Control Panel larger or smaller

**Help**—launches the online Help

**Exit**—closes the Recording window and returns you to PowerPoint

**Record Level**—shows the recording volume of your audio input

**Time Counter (00:00:00/00:00:00)**—the left counter keeps track of the time recorded for each slide. The right counter keeps track of the time recorded for the entire presentation

In addition, you will see the following windows:

**The Video Window**—the current video input shows in this window (only used if you are recording a video narration)

**The Slide Window**—the current PowerPoint slide appears in the background

#### To record your presentation:

1. When you are ready to record, click the **Start** button. Recording of audio and video (if selected) begins. You will see the time elapsed and the words "Ready to begin" change to "Recording."
2. Read your script, remembering to speak at a normal pace.

**Tip:**

Allow at least five seconds of recording per slide to assure that there are no problems with the audio streaming during playback.

3. Navigate to the next slide as you would with PowerPoint (clicking an arrow, clicking on the slide, etc.) Try not to speak during the slide changes.  
Continue through each slide.
4. When you are finished recording, click the **Stop** button.  
The recording pauses, and you are given the following options:  
**Resume recording**—returns you to the Recording window and starts recording again  
**Save this recording**—saves the recording you just completed  
**Discard narration and return to Microsoft PowerPoint**—deletes what you just recorded  
**Re-Record from the beginning**—returns you to the beginning of the presentation so you can start recording a new narration

**Note:**

When you resume recording, the subsequent recording is "merged" with the prior recording, creating a single audio recording. But if you switch to a new slide during the pause, a new recording is created for the new slide when you resume.

5. Select **Save this recording** and click **OK**.

Congratulations! You have just created a streaming media presentation.

## Reviewing and Editing Your Presentations

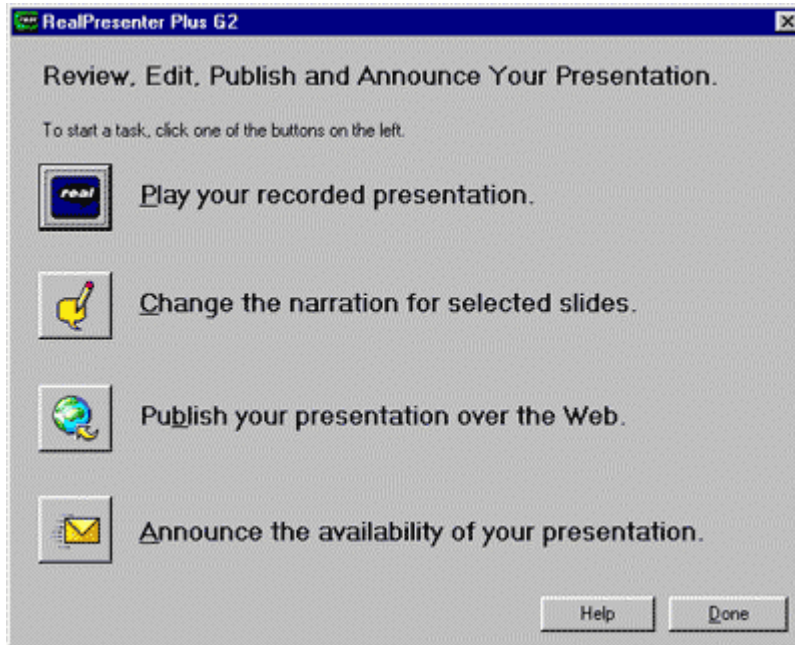
Once you have created a RealPresenter presentation, you may want to revise it before you show it. This section shows you how to review the presentation to see if it is satisfactory, change narration for certain sections, and make it public. You will also learn how to use the Manage Presentations dialog to help you keep track of all the presentations you create with RealPresenter.

### Reviewing Your PowerPoint Presentation

Now that your presentation is complete, you will want to play it and review it to see if it fits your expectations. Remember, you must have the latest version of RealPlayer installed in order to properly view the presentation.

#### To review a presentation:

1. In the Review, Edit, Publish, and Announce Your Presentation dialog that opens when you are finished recording, click **Play Your Recorded Presentation**.



RealPlayer opens and begins the presentation.

Every presentation created with RealPresenter has a basic format that allows your audience to either watch the entire presentation from beginning to end or to easily navigate to a desired section with a quick mouse click.

Presentations have these elements:

**Table of Contents**—each slide or Web page that is narrated is listed in a frame next to the presentation. When the viewer clicks on the name of each slide or Web page, the presentation skips to and begins playing that section.

**Author's E-mail**—the author's name can be clicked on to allow the viewer to send an e-mail to the creator of the presentation

**Slides (PowerPoint presentations only)**—the main part of the presentation, the PowerPoint slides, appear in the large frame

**Video Window** (not shown)—your video narration appears alongside your presentation

2. Look and listen carefully to make sure that you recorded every slide correctly.

## Editing Presentations

Sometimes you will make a mistake during recording, or sometimes you just want to change what you said during a particular section of a presentation. RealPresenter gives you the opportunity to edit a presentation that you have created, re-recording narration for slides or Web pages. You can also delete a slide or Web page that you have narrated.

**Note:** You can only change the narration or delete sections, you cannot add new slides or Web pages to an existing presentation.

### The RealPresenter Editor

This section introduces you to the editor and shows you how to use it to change an existing presentation.

The RealPresenter Editor is where you can re-record or delete a portion of your presentation. The editor works similarly for both PowerPoint presentations or for Web Tours. The following is a description of the main parts of the RealPresenter Editor.



**Slides List**—lists all slides in the presentation by image file name, or if you are editing a Web Tour presentation, shows a list of the narrated Web pages

**Video Window**—shows the video input from your video camera

**Audio Record Level**—the recording volume of your audio input

**Record Controls**—Play, Re-Record, Pause, or Stop

**Content Window**—a window separate from the Editor window that shows the currently selected PowerPoint slide or Web page from your presentation

## Re-Recording a PowerPoint Presentation

The RealPresenter Editor allows you to re-record over one PowerPoint slide at a time. All other slides in the presentation are unchanged until re-recorded.

### To re-record a slide:

1. In the Review, Edit, and Publish Your Presentation dialog that opens when you are finished recording, click **Change the Narration for Selected Slides**. The Editor opens with the first slide in the Slides content window. The Slides list highlights the first slide.
2. Navigate to the portion of the presentation you wish to edit by clicking on the name of the slide in the Slides list.
3. Click the **Play** button to experience the current audio and/or video associated with this slide.
4. Click the **Re-Record** button when you are ready to record over the current narration.
5. Read the new script for this slide and click **Stop** when finished.
6. Repeat the above steps for every slide that needs to be re-recorded.
7. To delete a slide, simply select it in the Slides list and click the **Delete** button.
8. Once you are satisfied with your new presentation, save it to your computer. To save a presentation, click **Done**.

**Note:** If you need a back-up of your original presentation, make sure to save it under a different name. For example, locate the presentation at **c:\Program Files\Real\RealServer\Content\RealPresenter\ [your user name]\[your presentation]**. Make a copy of the folder and rename it to **[your presentation]\_Backup** before you edit the presentation.

## Publishing a Presentation

The real purpose of creating presentations is for other people to view them. RealPresenter gives you the opportunity to publish your presentations to a Web page that allows people to click on the one they want to watch. This Web page is a list of available presentations, both recorded and live.

There are two types of places where you can publish a completed presentation. You can simply publish it to your own local computer, and RealPresenter will allow a small number of people to view the presentation, or you can publish the presentation to a remote RealServer, giving you a much wider audience. This section shows you both publishing methods.

### Publishing Locally

When you publish a presentation locally, you allow people who have access privileges to your computer to view the presentation. For your audience to view the presentation, they must be connected via a Local Area Network (LAN) and within a

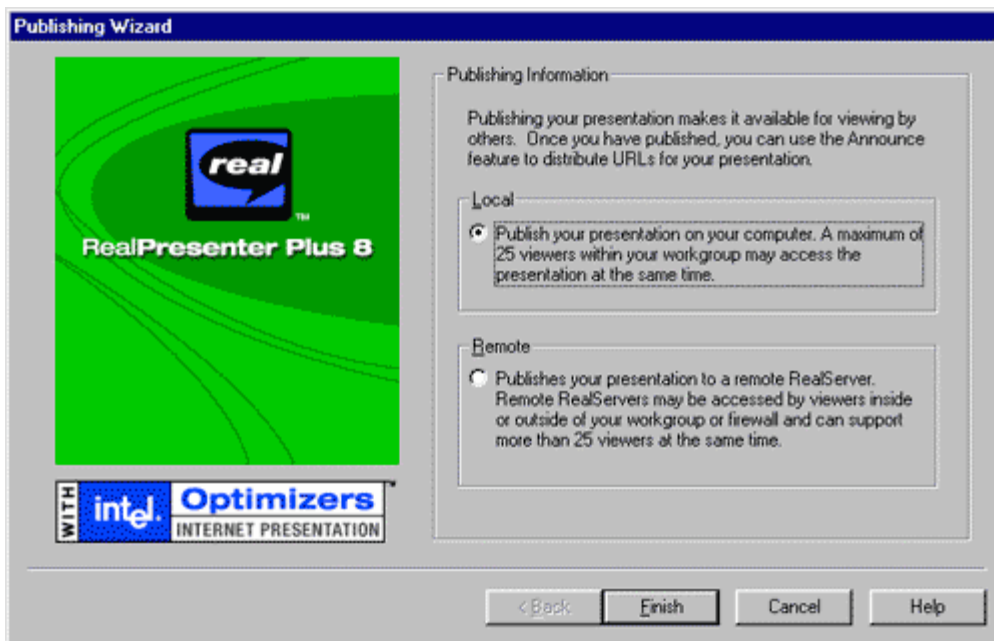
firewall, if one exists. Ask your network administrator for more information about your network.

Up to twenty-five people can view your locally published presentation at one time with RealPresenter Plus. They view it when your machine is running and after you complete the following procedure for local publishing. Once you turn off your machine, your audience cannot access the presentation.

### To publish a presentation for a local audience:

1. In the Review, Edit, Publish, and Announce Your Presentation dialog that opens when you are finished recording, click **Publish Your Presentation Over the Web**.

The Publishing Wizard opens.



2. Select **Local** if you want your presentation to be available to people who can access your computer.
3. Click **Finish** to publish the presentation.

A RealSystem Server is started on your machine and runs until you turn off your computer.

### Publishing to a Remote RealSystem Server

When you publish to a remote RealSystem Server, you are uploading your presentation to another computer that will act as the host for your audience. This computer is configured with RealNetworks RealSystem Server software that allows for a larger audience and also allows people outside of your network to view the presentation.

Contact your server administrator to learn more about publishing to a specific RealSystem Server.

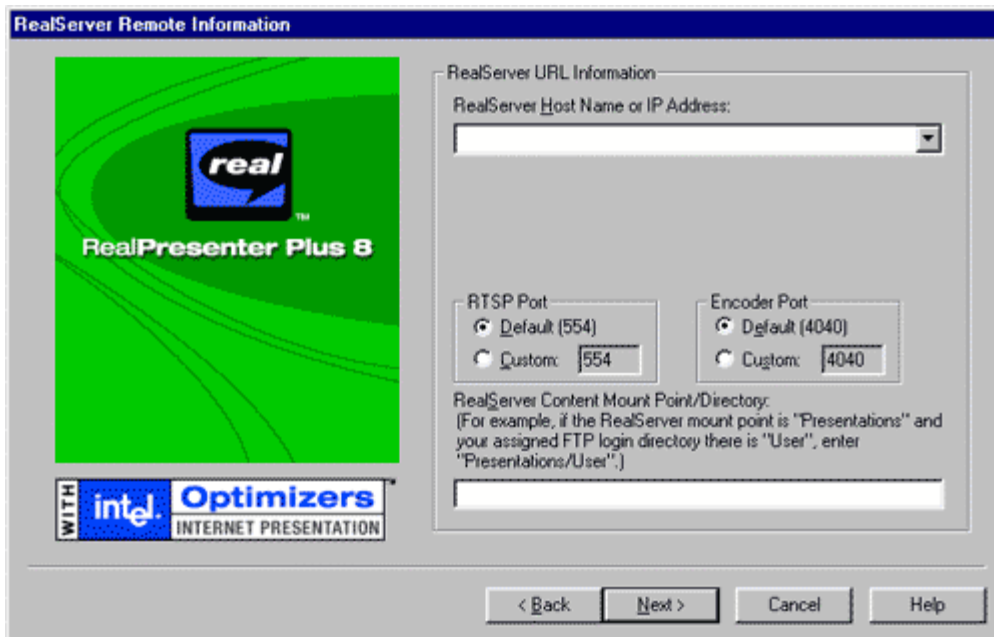
**To publish a presentation for a remote audience:**

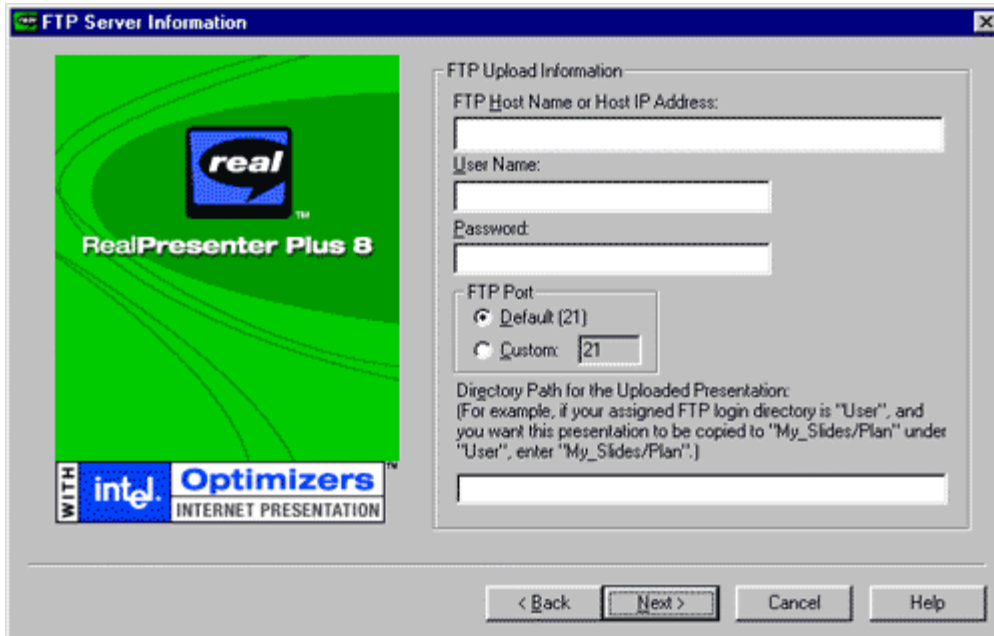
1. In the Review, Edit, Publish, and Announce Your Presentation dialog that opens when you are finished recording, click **Publish Your Presentation Over the Web**.

The Publishing Wizard opens.

2. Select **Remote** and click **Next**.

The RealServer Remote Information dialog opens.





5. In the FTP Server Information dialog, enter the following information about the FTP Server that you will use to upload the files Your MIS manager may have to help with some of these settings.

**FTP Host Name or Host IP Address**—the name of the FTP server (for example, [ftp.server.com](http://ftp.server.com))

**User Name**—the name that gives you access to the FTP server

**Password**—your password to use the FTP server

**FTP Port**—the port used to upload your presentation

**Directory Path**—the directory to which you will upload your files

6. Once the information is entered, click **Next**.
7. Review all of the publishing information on the Publishing Summary page of the Publishing Wizard.
8. Click **Finish** to upload your files and complete the publishing process.

## Getting the Word Out and Managing Presentations

Now that you've prepared an on-demand or recorded presentation, there are other features of RealPresenter that can help you ensure its effectiveness. RealPresenter can:

- Announce a presentation through email—saving you the hassle of tracking file names and paths.
- Help you manage completed on-demand presentations locally
- Help you manage scheduled live presentations
- Unpublish, or remove presentations.

## **Announcing a Presentation via E-mail**

Once you have created a presentation and published it to a Web site, it is time to tell your audience how to find it. You can use RealPresenter and your e-mail application to announce that a presentation is ready to be viewed.

### **To announce a presentation:**

1. In the Review, Edit, Publish, and Announce Your Presentation dialog that opens when you are finished recording, click **Announce the Availability of Your Presentation**.
2. Your e-mail application opens. An e-mail is created containing an URL link to your presentation. It will also contain the start time if you are broadcasting a live presentation.
3. Enter the e-mail addresses of people you want to notify.
4. Send the e-mail.

## **Keeping Track of Presentations**

RealPresenter gives you an easy way to access all the presentations you create. This section shows you how to use the Manage Presentations dialog to view, unpublish, and delete presentations.

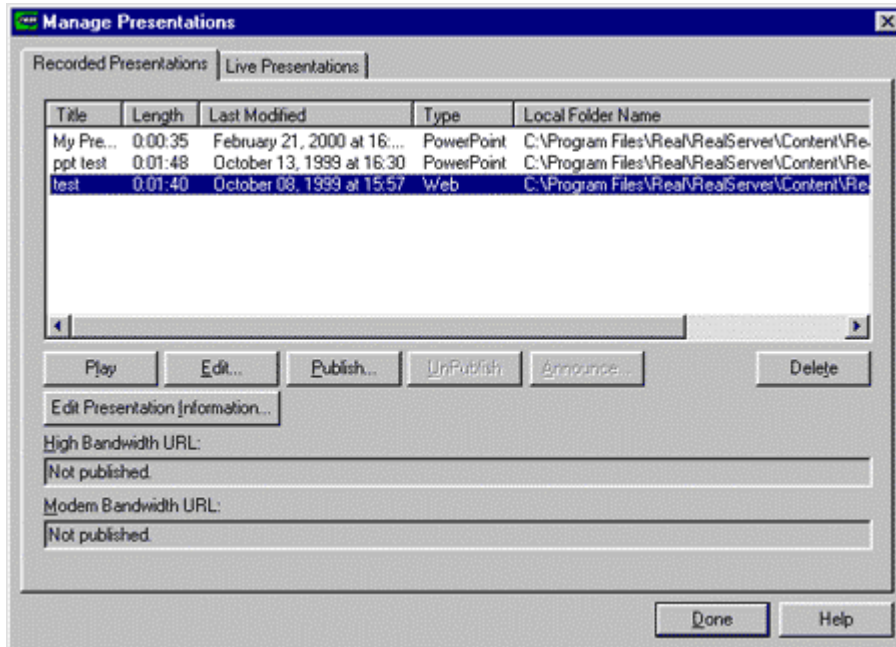
### **Introduction to the Manage Presentations Dialog**

This section shows you how to open the Manage Presentations dialog and gives you an overview of its different features.

You can open the dialog by clicking the **Manage Your Presentations** button from the RealPresenter main window. There are two tabs in the Manage Presentations dialog: the Recorded Presentations tabs and the Live Presentations tab.

### **Recorded Presentations Tab**

This tab shows you all recorded presentations created and stored on your computer.



The following information appears in this dialog:

**Title**—the name of the presentation

**Length**—the time needed to play the presentation

**Last Modified**—when the presentation was last created or edited

**Type**—whether it is a PowerPoint or Web presentation

**Local Folder Name**—the file name and directory of the presentation on your computer

Additionally, the following buttons are available:

**Play button**—plays the selected presentation in your RealPlayer

**Edit button**—allows you to change the narration and order of your presentation's slides or Web pages

**Publish button**—allows the selected presentation to be seen by your audience

**UnPublish button**—removes the selected presentation from the published list; the presentation is not deleted

**Announce button**—tells your audience via Outlook or e-mail that the selected presentation is available

**Delete button**—removes the selected presentation from your computer

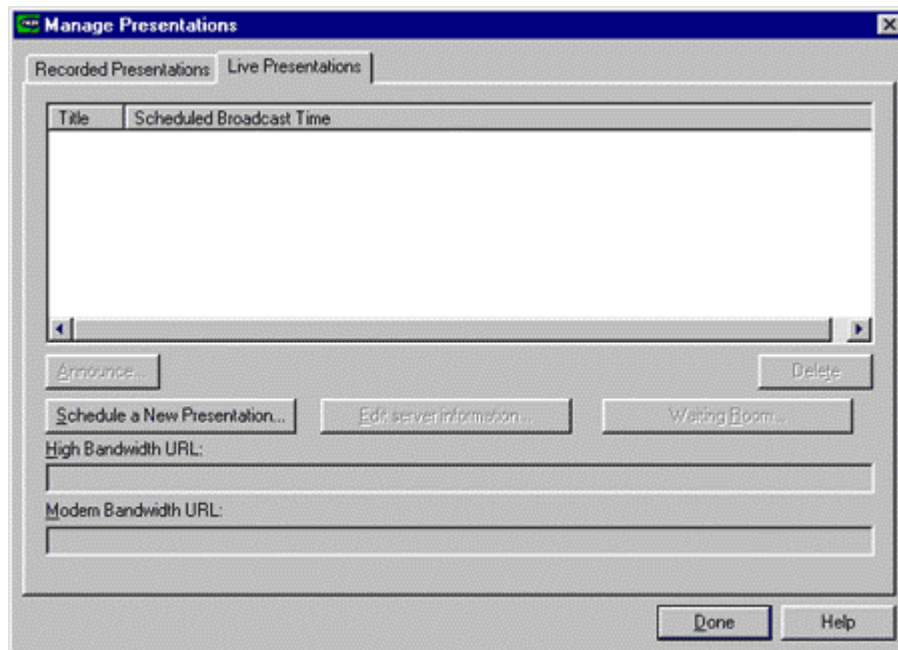
**Edit Presentation Information button**—allows you to change and information about your presentation, such as title, author, and copyright information

## Scheduling Live Presentations

RealPresenter can integrate with your desktop applications and help you manage and schedule upcoming live presentations.

### Live Presentations Tab

This tab shows all pending live presentations that will be shown from your computer.



The following information appears in this dialog:

**Title**—the name of the presentation

**Scheduled Broadcast Time**—when the broadcast is scheduled to begin

Additionally, the following buttons are available:

**Announce**—click to e-mail people regarding your broadcast

**Delete**—delete a live presentation

**Schedule a New Presentation**—click to schedule a new live broadcast

**Edit Server Information**—allows you to change the information about the server that will broadcast the live presentation

**Waiting Room**—click to enter a waiting room for a scheduled broadcast

Please check the product documentation for more information.

### Unpublishing a Presentation

If a selected presentation is published to your local machine and available to your audience, you can use the Manage Presentations dialog to unpublish it. This feature

removes the presentation from the published list and prevents others from viewing it. The presentation still exists, however.

To unpublish a presentation from a remote RealSystem Server, contact the server administrator to have it removed.

#### **To unpublish a presentation from your local machine:**

1. Open the Manage Presentations dialog.
2. Select a presentation from the list. Make sure the presentation is published.
3. Click the **Unpublish** button.

The selected presentation is no longer published.

#### **Deleting a Presentation**

If you don't need a particular presentation anymore, RealPresenter allows you to remove it from your computer.

#### **To delete a presentation:**

1. Open the Manage Presentations dialog.
2. Select a presentation from the list.
3. Click the **Delete** button.

You are asked if you are sure you want to delete the presentation.

4. Click **Yes**.

The presentation is deleted from your computer.

### **Related Applications**

RealNetworks and our partners are continually introducing new products that may interest you if you're involved in corporate communications and/or managing corporate MIS resources:

- **RealPlayer Intranet Administrator.** This new product allows corporate MIS managers to create a custom version of RealPlayer Intranet for deployment on owned desktops within the enterprise. The RealPlayer Intranet is a fully featured RealPlayer, but optimized for centralized management and business-application focus.
- **RealSystem Server Intranet.** This product line extends beyond the RealSystem Server Plus we've described here to increased simultaneous capacity and more advanced features for use within the corporate firewall.
- **RealSystem Server Professional.** This product line extends beyond the RealSystem Server Plus for use on the public Internet. Features include advanced capacity, advertising and authentication (e.g., security) features.
- **RealSystem Proxy.** This new product is designed to help MIS managers control streaming media on their corporate intranets and improve the performance for RealPlayer users within the firewall.

For more information on using RealPresenter, consult the RealPresenter manual that came with your software.

Consult [RealNetworks.com](http://RealNetworks.com) and in particular, the DevZone within [RealNetworks.com](http://RealNetworks.com) for tutorials on RealPresenter and other RealNetworks technologies.

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