

PORTFOLIO
Richard Bloch

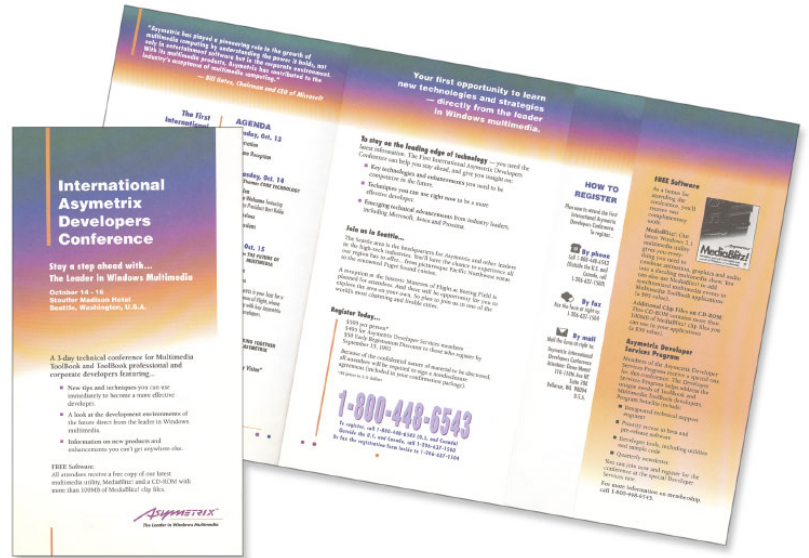
Client:
Asymetrix

Media:
Direct mail

Objective:
Sell three-day seminar

Asymetrix (now Click2learn) publishes multimedia development tools. To introduce new technologies and strategies to the multimedia development community, the company hosts regular seminars.

To promote the \$595 seminar along with free software, this self-mailer was created. It generated more than a four percent response rate.



COPY

(Address Panel)

**See the future of multimedia
and become a more effective developer...**

**International Asymetrix Developer's Conference
October 14-16 – Seattle**

(Cover)

International Asymetrix Developer's Conference

**Stay a step ahead with
the leader in Windows Multimedia**

October 14-16 – Seattle
Stouffer Madison Hotel

A 3-day technical conference for Multimedia ToolBook and ToolBook professional and corporate developers featuring...

- New tips and techniques you can use immediately to become a more effective developer.
- A look at the development environments of the future direct from the leader in Windows multimedia.

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- Information on new products and enhancements you can't get anywhere else.

FREE Software:

All attendees receive a free copy of our latest multimedia utility, MediaBlitz! and a CD-ROM with more than 100MB of MediaBlitz! clip files.

(Flap panel)

Your first opportunity to learn new technologies and strategies – directly from the leader in Windows multimedia.

To stay on the leading edge of technology - you need the latest information. The First International Asymetrix Developers Conference can help you stay ahead, and give you insight on:

- Key technologies and enhancements you need to be competitive in the future.
- Techniques you can use right now to be a more effective developer.
- Emerging technical advancements from industry leaders, including Microsoft, Avtex and Proxima.

Join us in Seattle...

The Seattle area is the headquarters for Asymetrix and other leaders in the high-tech industries. You'll have the chance to experience all our region has to offer... from picturesque Pacific Northwest vistas to the renowned Puget Sound cuisine.

A reception at the historic Museum of Flight at Boeing Field is planned for attendees. And there will be opportunity for you to explore the area on your own. So plan to join us in one of the world's most charming and livable cities.

Register Today...

\$595 per person*

\$495 for Asymetrix Developer Services members

\$50 Early Registration Discount to those who register by September 15, 1999 Because of the confidential nature of material to be discussed, all attendees will be required to sign a nondisclosure agreement (included in your confirmation package).

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(Inside)

“Asymetrix has played a pioneering role in the growth of multimedia computing by understanding the power it holds, not only in entertainment, but in the corporate environment.”

- Bill Gates, Chairman and CEO, Microsoft.

Come see what the future holds for multimedia application development at this 3-day technical conference.

General conference sessions give you the chance to learn directly from the experts. Smaller breakout sessions provide more insight into specific topics. Each day of the conference features a special theme of interest to the development community including: Core Technology, The Future of Multimedia, and Working Together with Asymetrix.

General sessions include:

- Conference Welcome: An overview of our future direction.
- The Asymetrix Technology Strategy: Discussion of our technology base and leadership position.
- The Future of ToolBook: Demonstration of ToolBook 2.0.
- Core Technology Architecture: Evolution of ToolBook 2.0.
- Performance and Optimization: Designing applications for maximum performance.
- Asymetrix Multimedia Strategy: Our vision of the future of Windows multimedia.
- Multimedia ToolBook 2.0 Preview: Demonstration of new features.
- Building Effective CBT: Building computer-based training applications.
- Multimedia with MediaBlitz!: How-to session on building applications.
- Digital Video Interactive: Full motion video for education applications.
- Video for Windows: Full access through Multimedia ToolBook.
- Working Together: How we can assist your applications development.
- Application Migration Strategy: Migrating applications from ToolBook 1.5 to 2.0.
- DDE and OLE: Using these technologies for fully integrated applications.
- Image Acquisition and Palette Management: Managing photorealistic images.
- Asymetrix Vision: Presentation by Asymetrix founder Paul Allen.
- Panel Discussions: Answers to your questions.

Breakout sessions include:

- Advanced CBT Topics
- Debugging Strategies

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- Designing Usable Software
- Advanced DLLs
- Building Tools in ToolBook
- Using ToolBook as Database Front End
- Customer Feedback . How to use DLLs
- Showcasing your Application with Data Projection Hardware
- Internationalization Issues
- Accessing the Windows API

FREE Software

As a bonus for attending the conference, you'll receive two complimentary tools:

MediaBlitz!: Our latest Windows multimedia utility gives you everything you need to combine animation, graphics and audio into a dazzling multimedia show. You can also use MediaBlitz! to add synchronized multimedia events to Multimedia ToolBook applications (a \$95 value).

Additional Clip Files on CD-ROM: This CD-ROM contains more than 100MB of MediaBlitz! clip files you can use in your applications (a \$59 value).