

TPH News

The Presentation House



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Welcome to the 2nd edition of TPH News.

It's early days but so far the 21st century is proving to be as busy as the last 11 years of the 20th here at The Presentation House. No two projects are alike so we are continually building on our skills and experience - which keeps life interesting!

The aim of our newsletter is to keep you informed about our services, skills and developments and some of our recent work is showcased here. If you have a requirement for an onscreen presentation - interactive, internet, CD or live projection, we'd be delighted to hear from you.

Linda Kirby, Director

PS: If you missed our 1st edition (with sachet of Cafe Direct coffee attached), give us a call to receive one.

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Spring 2000 at Gleneagles

Lyle and Scott, the world famous knitwear manufacturers based in Hawick, Scottish Borders, commissioned The Presentation House to produce a multimedia CD to promote their new Spring 2000 Collection photographed at Gleneagles.

The CD shows the collection modelled in time to Bing Crosby's famous golfing theme "Straight Down The Middle".

It has been shown to multi-national audiences and feed-back to date has hailed the Spring 2000 Collection CD as a resounding success. Since the show the CD has been used as a marketing tool to promote the Collection to prospective buyers worldwide.



It's a Frog's Life at Deep-Sea World

Visitors to Deep-Sea World at North Queensferry, Fife, can now learn about a frog's life cycle and discover fascinating facts about amphibians through two unique programs created by The Presentation House.



The colourful interactive touchscreens are part of the displays on the walls of the new amphibian exhibition area within Deep-Sea World. "A Frog's Life Cycle" and "Amphibians of the World" both use colourful graphics, animation and sound effects to make learning about frogs, salamanders and other amphibians a fun experience.

Bill Young, Business Developer at The Presentation House, reflects "We were delighted to have been commissioned by Dr Gibson of Deep Sea World to produce these interactives which enhance the already stunning new amphibian area and are enjoyed by such a large number of visitors on a daily basis". The live frogs from all over the world which are also on display and the interactive amphibian programs complement each other excellently and visitor feedback has been very positive."



Scottish SPCA Launch Web Site

The Scottish Society for the Prevention of Cruelty to Animals asked The Presentation House to design, build and launch their web site: scottishspca.org.



The large site, launched December 1999, provides visitors with a variety of information and interaction possibilities relating to the Scottish SPCA.

An interactive game aimed at younger visitors offers the challenge of matching various species with their respective habitats.

A score is generated based on the time taken to complete the game and winners can look forward to their name being mentioned on the website at strategic intervals.



New CD-ROM for Inverness & Nairn Enterprise

The Presentation House has been commissioned to develop a new CD-ROM program for Inverness & Nairn Enterprise in association with Michael Fraser



Associates of Inverness. The CD promotes the area as the economic focal point of the Highlands of Scotland and will be used to market the region to businesses.

A quality interactive panorama is the graphic device used to navigate around the program and this gives the user the impression of flying along the coastline. The view illustrates how the area supports a superb quality



of life and why it is reputed to have some of the finest scenery in Europe.

The town of Inverness is the starting point for this journey of discovery allowing the user to explore the area's natural attractions, its industrial and commercial

infrastructure and its business development potential.

The strong sense of community is conveyed with appropriate music, editorial, graphics and a voice-over by Bill Tarrant of the BBC's "Beechgrove Garden" fame.



Midlothian Enterprise commissions annual multimedia presentation

In November 1999, The Presentation House created a unique multimedia presentation for the annual Awards ceremony held by Midlothian Enterprise Trust.

The animated graphics and audio show highlighted the many business success stories to which The Business Shop had contributed during the year. TPH has been pleased to work with Gregor Murray, Director at Midlothian Enterprise Trust, on various communications projects over the past five years.



TransAtlantic Communications

In April 2000, DesAcc Europe Ltd, based in Edinburgh, had an urgent requirement for a multimedia digital presentation for a series of medical imaging exhibitions run by the US Drug Information Agency, the first of which was to be held in Washington a week later. The presentation's purpose was to showcase a state of the art digital imaging clinical trials product.

Using photographs, animation, voiceover and music, The Presentation House produced a 5 minute presentation in record time and emailed the files to DesAcc's Chicago office where they were received 40 minutes later, ready to be taken straight to New York and installed at the exhibition.

As if to emphasise the speed and ease of communication via the internet, that same day TPH's David Organ received a birthday card from his friend David Organ in Chicago (yes, there are at least two of them in the world!) – it was posted five days earlier.



PS Even spookier than having a friend with the same name... both Davids have a daughter born on opposite sides of the "Pond" within 5 hours of each other! And US David's great grandfather emigrated to America from a village five miles away from UK David's hometown of Gloucester! The web

is providing a rich source of information for them both to research whether they are in fact related.

Finlayski Enhance Personal Service

If you've ever tried booking a skiing holiday at some of Europe's popular destinations in the busy season, then you'll welcome a solution that enhances the quality of traditional booking and bypasses the complexities of ecommerce forms.

www.finlayski.com is all about making it easy for skiers to book a holiday at some of the best slopes in Europe by using the web as a support for personal service. The world wide web is changing the way that business



is conducted in many ways but for Finlays Skiing Holidays, based in the Scottish Borders, the accuracy and timeliness of communication are among the most

important issues that influence their quality of service.

www.finlayski.com allows anybody in the world to access accurate, current information regarding the holidays on offer. Telephone contact details are displayed constantly onscreen no matter which page is being viewed inviting real time dialogue between staff and customers.

Judith at Finlays Skiing Holidays reflects: "We have been marketing holidays using the Internet for around three years now but we realise from many more years of experience that customers like personal service. www.finlayski.com enhances our service quality in many ways but speaking to someone on the phone who is looking at the same page on the Internet as oneself really helps clarify detail and this goes a long way to reassure customers that they are buying the right holiday".



Andrew Wilson and Sons Ltd, the prestigious Edinburgh company that has supplied catering equipment for events for well over a century, has embraced the internet and launched their own website: www.wilsonscaterhire.co.uk

The site, created by The Presentation House, allows customers to place orders and access information helping them plan their requirements for catering equipment.

The well designed, informative site attracts and directs visitors to the information they need by using strong layout, typography, graphics and effective navigation.

David Lees, Business Development Manager at Andrew Wilson's explained: "We are delighted with our new website. It means our customers are now provided with a better service and saving both time and money. To place orders customers complete an on-screen form and simply click the button. It's as simple as that! The site also lets potential customers see who we are and what we do and it gives us the opportunity to talk to people new to our services".

TPH Seeks Partner For "Destination Edinburgh" Programme

The Presentation House is seeking a partner to form a joint venture for developing its prototype multimedia program "Destination Edinburgh" project. The prototype is a "virtual" tour of Scotland's capital city and was created by the team at The Presentation House for a skills consolidation project.

The multimedia program allows users to select popular tourist landmarks from a map of the capital and take a "virtual visit" to each one. Virtual reality technology displays panoramic views of the selected location from which point the viewer can turn full circle. Selection of a "hotspot" generates more detailed information for each landmark.

The program is currently on CD-ROM and could easily be adapted to form part of an internet website. Possible commercial partners are likely to be in the tourist, heritage, or digital communications sectors. Contact David to find out more!

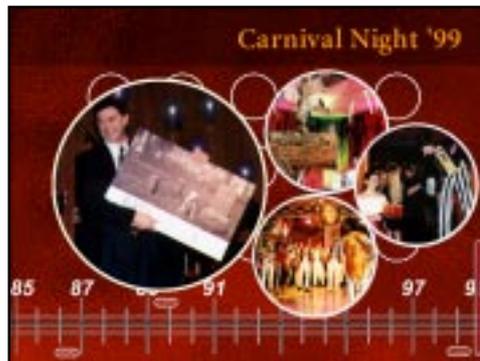


Multimedia technology in ancient Greece??

Just before Christmas '99, 150 staff from Adobe UK attended a "Greek Odyssey" themed party at the Caledonian Hotel, Edinburgh.

TPH produced a ten minute multimedia presentation using photographic images, video, soundbytes, music and animation to illustrate Adobe's product launches, milestones and events of the last 15 years. Using a radio frequency dial set between 85-99 as the graphic device, each year (and its music) was showcased.

The presentation ran several times to great acclaim from a Mac G4 tucked behind a Christmas tree and two TPH technicians remained on site (tough call: Christmas, a party, the Caley Hotel...!). It proved so popular that it has since been transferred onto PC CDs so that staff can take a trip down memory lane whenever they choose.



TPH News Competition Winners



The two lucky winners of TPH News' first edition competition were Karen Leslie of Scottish Telecom and Myra Lawson of The National Trust For Scotland. Each received a case of specially selected wines. The correct answers were:

- 1: The name of David's horse for the Common Riding was "Spot"
- 2: The first use of virtual reality was in flight simulation
- 3: TPH's web address is www.visionon.com

Pictured left, Richard presents Karen Leslie with her prize.

Multimedia Developer Appointed

The Presentation House is pleased to announce the appointment of Jim Gall as Multimedia Developer.

Previously, Jim worked in the Illustration Department of Glasgow Royal Infirmary and studied Technical Illustration before taking a Degree in Applied Graphics Technology at Glasgow Caledonian University.

Strathspey Estate Adopts Web Marketing Strategy

Realising the marketing power of the internet, Strathspey Estate, Grantown on Spey, Moray, commissioned TPH to create two websites;

strathspeyestate.co.uk aims to sell high quality fishing, field sports and lodge accommodation & seafield-estate.co.uk communicates the estate's role.

New Website For Tuck-In Outside Catering

Tuck-in, one of Edinburgh's foremost outside caterers have commissioned TPH to design its web site. www.tuckin.co.uk is being developed to support customer services and provide timely information on a medium that is available 24 hrs per day, 365 days per year since many decisions about catering are made out of business hours.

Exhibition SOS

Scottish Widows/Lloyds TSB ran simultaneous shows in Birmingham, London and Edinburgh in March 2000. TPH was asked by Edric Audio Visual, their exhibition company, to de-rig and remove the 18m x 6m steel stand in the EICC, which we did with 2 pantechnicon trucks, 15 crew - and 24hrs notice!

Interpreting Life Below Deck on the Former Royal Yacht Britannia

Visitors to the former Royal Yacht Britannia can experience life below deck through a unique touch-screen interpretation created by two companies based only a stone's throw away from her new berth in Leith, Edinburgh, namely The Presentation House and Campbell & Co.



The lighthearted yet informative interactive is installed in the exhibition within the new visitor centre alongside the Yacht. Scripted by Campbell & Co and programmed by The Presentation House, "Britannia - A Technical Tour" incorporates graphics, animation and sound effects to provide information about the Yacht's day to day routine - navigation, engineering, communication, catering and laundry.



Using the tools and buttons on-screen, visitors can order supplies for a voyage, send signals via flags and Morse code, manoeuvre Britannia into harbour and organise the laundering of hundreds of Yachtsmen's uniforms.

David Organ, director at The Presentation House, said "We were delighted to have been involved in such a prestigious project, especially on our own doorstep, and the feedback from Britannia's visitor centre to date has been very enthusiastic."

Watch this space...

Multimedia projects:

- Cromarty Industries Group
- HTC Human Technologies
- Bryant Homes
- National Trust for Scotland

Internet Projects:

- tuckin.co.uk
- edinburghrecruitment.co.uk
- entrotec.co.uk
- lpc-uk.com
- scotpr.com

Conference graphics/exhibitions/

AV crew/presentation management:

- Calor Gas UK roadshow
- Hydro Electric AGM
- Intelligent Finance roadshow



35mm slides from disk or email

Turnaround	5Days	48 Hours	24 Hours
Price (exc.VAT)	£5.00	£6.00	£8.00

TPH News Circulation and Further Information

Produced in-house and circulated to approximately 1000 of The Presentation House's clients & contacts around the UK in the sectors of heritage, advertising, financial, banking, design, research, medical, engineering, marketing, communication, manufacturing, education and legal. Contact Linda Kirby at The Presentation House, 40/41 Maritime Street, Edinburgh, EH6 6SA. Tel. 0131-553-7047 Fax. 0131-553-7117.

Email tph@visionon.com Visit our website at www.visionon.com

Whilst every care has been taken in writing and compiling this newsletter and the information given herein is believed to be accurate, no legal responsibility can be accepted for any inaccuracies or omissions.

New Studio for The Presentation House



The Presentation House has designed and created the interior of its new studio, an ex-cheese warehouse in Maritime Street, Leith, Edinburgh.

The Company has fully exploited its "Design and Build" skills derived from many years' experience providing similar exhibition/display design solutions for clients. A party based on a "maritime" theme marked the official opening.

Restoring a World War II Spitfire Via The World Wide Web

The World-Wide-Web is the answer for the Project Team at The Museum Of Flight, East Fortune in East Lothian who recently launched a new web site produced by The Presentation House. The purpose of the site, www.visionon.com/spitfire is to help source parts and information for the restoration of a World War II Supermarine Spitfire Mk 21 aircraft to its original condition.



In its first few weeks the website attracted over 1000 visitors from all over the world, enabling the museum to widen its net in the quest for available parts - Adam Smith, museum curator, commented "it would have been near impossible to reach such a wide and specialist audience via more traditional communication methods."

New Interactive For St Abb's Head Nature Centre

The new interactive presentation for St Abb's Head Nature Centre on Scotland's East Coast is in its final stages at The Presentation House, ready for installation at the refurbished centre opening in 2000.



The interactive presentation, commissioned by The National Trust For Scotland provides visitors with an understanding of wildlife, archaeology and geology by using the latest technology and a touch-screen terminal. Visitors will be able to view sea-birds via a remote camera mounted upon the cliff to which access is otherwise impossible.