

July 28, 1997



Design Specification

*Project Title: EnterpriseLink Marketing
CDROM*

Client: EnterpriseLink

Project Analysis

Project Summary

This section describes the project including the proposed treatment and overall approach to content delivery.

This interactive marketing presentation will present an overview of the SmartTran product suite from EnterpriseLink.

This presentation will be based in Macromedia Director and contain some elements created using KT Solutions' KT media suite. The total run time of the presentation will be approximately 35 minutes divided into two major sections.

The first section will contain a marketing overview of EnterpriseLink, it's SmartTran product suite and options available in the area of process re-engineering. This section utilizes Director slideshows that link to a Director graphical user interface.

The second section will contain a demonstration of the SmartTran product suite including the SmartTran Loader, SmartTran Builder and SmartTran Server. This section will utilize both Director slideshows and KTmedia slideshows that link to a Director graphical user interface. Ease of use and flexibility of the product suite will be highlighted using a scenario driven model where actual software recordings will be shown to demonstrate specific product functionality and benefits.

An installation program will be included that will place a presentation icon on the users "desktop" and an presentation title inside the 'start' menu.

Audience Profile

This section identifies the target audience (s) this presentation will be designed to reach.

Primary Audience: Prospective Customers (Technical Managers and Users), EnterpriseLink Channel Partners, Industry Analysts.

Educational Goals

This section details what the user can expect to understand after completing this presentation.

1. Stimulate interest and demand for EnterpriseLink solutions from the target market.
2. Clearly present the unique value proposition offered by EnterpriseLink.
3. Provide an overview demonstration showing how the EnterpriseLink suite of software takes information from the mainframe and distributed client server environment to the internet.
 1. Show actual examples of before and after data translations.

Environmental Variables

This section describes the setting (s) where this presentation will be used.

1. A presentation tool to impart information to a small to medium sized group (2-20 people)
2. This presentation will be used in front of customers.
3. This presentation may also be used at home by the user.

Delivery Platform

This section defines the minimum and recommended system requirements for playback.

One of the following operating environments: Windows 3.x, Windows 95 and Windows NT Client.

Minimum: 486/66 or better with 16 MB RAM, a 4X CDROM and a sound card.

Recommended: 586/100 or better with 16 MB RAM, a 4X CDROM and a sound card.

These courses will be developed using Macromedia Director and KT Solutions suite of proprietary multimedia authoring tools. Playback requires the KT Solutions' playback software.

Production Team

This section identifies the duties and responsible parties for both client and developer.

KT Solutions is responsible for the following items:

1. Overall project management
2. Production and post production of all audio elements.
3. Production and post production of all KTmedia slideshows.
 - *Project Manager: Peter Feighner*

EnterpriseLink is responsible for the following items:

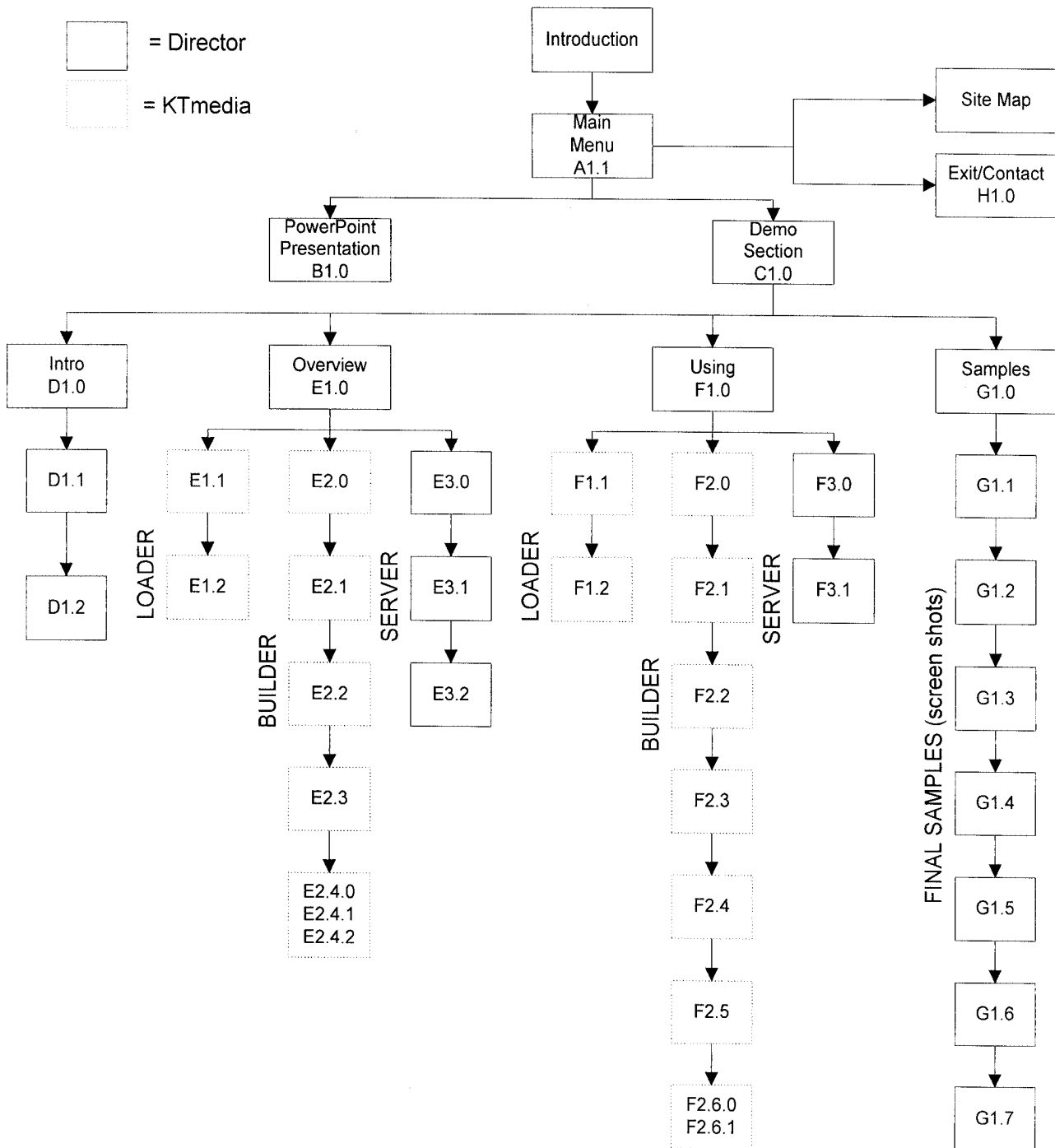
1. Approval of this Design Specification and all interim and final deliverables from KT Solutions.
2. Development of final script and storyboard.
 - *Project Manager: Paul Gordon*

Microage Interactive to be responsible for the following items:

1. Creation and testing of interactive link between Director and KTmedia applications.
2. Linking of the main GUI interface with all completed Director and KTmedia slideshows.
3. Implementation of global navigation Lingo scripting.
4. Insertion, linking and timing of audio and visual elements inside the Demo section of the presentation. All audio and visual elements will be provided by EnterpriseLink and KT Solutions.
5. Creation of the program installer.
 - *Third Party Director Programmer*

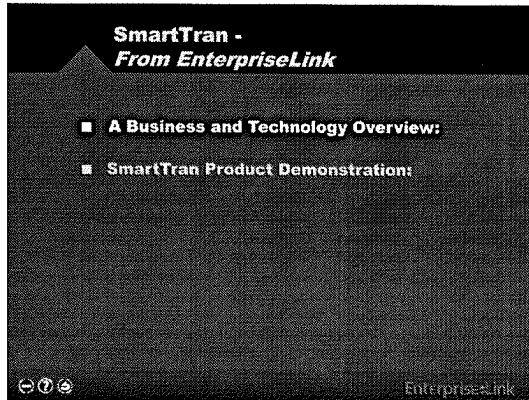
Content Structure

Final Navigation Flowchart

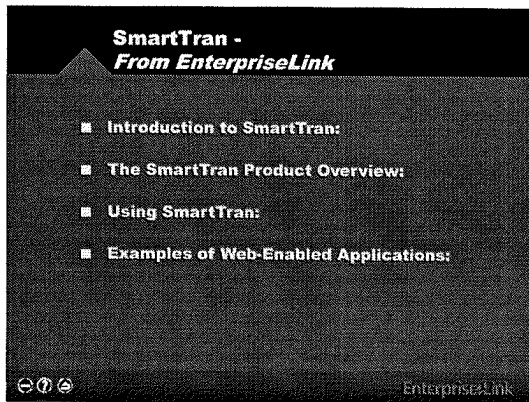


Final Navigation Flowchart (Global Navigation)

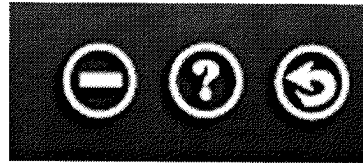
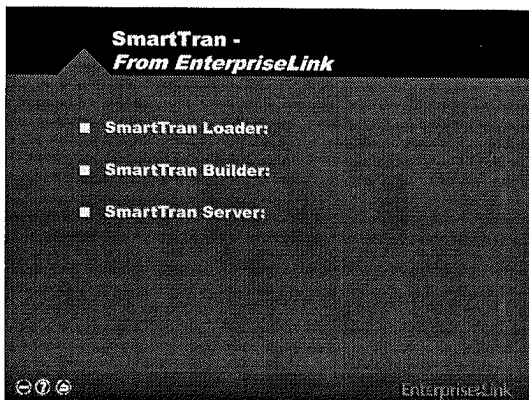
Main Menu



Demonstration Menu



Product Specific Sub Menu



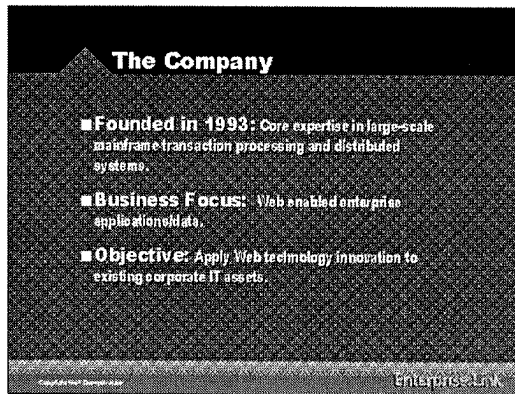
At each of the three menu levels, main, Demo and Product Specific the user will have three global navigation options:

1. Quit the entire presentation
2. Access presentation map
3. Return to the previous menu

Main menu picks will link with one click of the mouse.

As cursor moves over the top of any menu pick it will highlight from its original state to white in color.

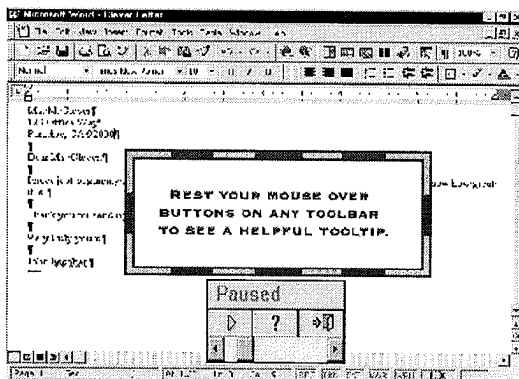
PowerPoint Slideshows



During the playback of the PowerPoint presentation the user will have five options:

1. Quit the entire presentation
2. Access presentation map
3. Return to the previous menu
4. Return to the previous slide
5. Proceed to the next slide

KTmedia Slideshows



During the playback of KTmedia slideshows a floating player panel will appear. The user will have three options:

6. Use the play/pause toggle to play or pause the presentation.
7. Access on-line help
8. Exit playback and return to the sub menu.