

Riger

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Multimedia Storytelling

One of the truly versatile storytelling tools now available to the communicator is the CD-ROM. Here, you can mix text with graphics, still photos, video clips, audio, animation, databases, and more, to give an engaging multimedia presentation. The CD-ROM's interactive nature allows the audience to become involved in the story in ways not possible with other media. With its large storage capacity, the CD-ROM overcomes the inherent length limitation in many other tools such as brochures, spots, videos and the like. And because it does not depend on an Internet connection for its data, the CD-ROM does not suffer the bandwidth restrictions which hinder many presentations on the Web.

At the same time, the CD-ROM can be a perfect complement to other storytelling tools:

- It can be used in conjunction with a Web site. Take full advantage of the Web's ability to deliver constantly refreshed information while the CD-ROM delivers the "richer" portions of the presentation which would otherwise eat up bandwidth.
- It can be used in conjunction with a brochure, affording huge catalogs of both written and visual information. Take advantage of the brochure's low-tech, tactile nature and linear storytelling, as well as the CD-ROM's higher-tech, more theatrical, multimedia and non-linear storytelling.
- It can be a perfect accompaniment to a video. Take advantage of the tape's "hands-off, lean-back" mode, while exploiting the CD-ROM's "hands-on, lean-forward" mode. As a demonstration of the CD-ROM's many attributes, we have developed a Riger promotional presentation CD entitled, "Ask Us." Preview it from our "How We Work" Web page, and enquire further about receiving your own copy using our "Request Info" page.

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