

Exhibitor – External Resource Guide

This guide provides you with links and information about some external applications you may wish to investigate as additional tools for managing media content on your exhibitor stand. Please note that this information is a guide only, as it relates to third party applications, over which The Business Expo has no control.

Image resizing with Picnik

Picnik is developed and maintained by Google, you can visit the site and take a quick tour to help you decide if it is what you are looking for: www.picnik.com



Click the Get started button to try the application, you can upload images directly or create an account – the choice is yours.

Basic edits allows you to (featured and advanced editing requires a paid upgrade):

1. Upload an image from your computer
2. Crop an image to any size / ratio you choose
3. Rotate image
4. Auto fix exposure
5. Sharpen image
6. Resize image and keep existing proportions

Hint – if you make a mistake – there is a handy undo button in the top right corner. When you are happy with the image, click the **Save & Share tab** which offers a range of options:

- Download the photo (save to your computer)
- Email the photo (to your email address or to a friend)
- Share to Picasa, Flickr, Photobucket (web albums)
- Share on Twitter or Facebook

File conversion and Media capture applications

The following applications may provide solutions to capturing and creating video files for use on your exhibitor stand home page and in presentations you create. Whether you are looking to create a video from images or PowerPoint slides - or need to capture or convert video files to a supported file format – you may find a useful tool on this page.

Create a video slideshow with Windows Movie Maker

If you use Windows Operating System (XP), **Windows Movie Maker** should already exist on your machine. If you are using **Windows 7**, you may have to download this separately (free) through the Windows Live Essentials add on.

Windows Movie Maker allows you to import images, audio and even video files to your movie library, from where you simply drag and drop files to create your 'movie'. Once you have saved the movie, you can export the completed movie in a supported file format. This link provides a quick tutorial for using WMM (for Windows 7):

<http://windows.microsoft.com/en-AU/windows-vista/Getting-started-with-Windows-Movie-Maker>

Free PowerPoint to Flash converter with iSpring

Visit the iSpring website where you can find more information and view sample presentations which may help you decide if this will work for you.

www.ispringsolutions.com/free_powerpoint_to_flash_converter.html

Once installed this application becomes an add-in in PowerPoint and is very simple to use. Simply open a PowerPoint Presentation, Click the iSpring tab and select 'Publish' to create a flash video from your slides.

Free Video conversion and capture applications

Tubemaster ++ is an open source media capture application which allows you to download YouTube videos to your computer and save in a supported file format. The link below will take you to their download page - you can view screenshots and product features in the top menu: www.tubemaster.net/download.html



Freemake Video Converter is a simple application which lets you convert DVD and other video formats to supported files such as AVI. You can download the free application from this website and find out more about file formats: www.freemake.com/free_video_converter/

[freemake.com](http://www.freemake.com)