

Brainshark Integrates SlideShark App With Box and Dropbox for Easy, On-the-Go Access to PowerPoint Presentations

Submitted by: Brainshark

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Brainshark Also Unveils SlideShark iPhone Remote Control – So Users Can Easily and Unobtrusively Navigate Content Projected From Their iPads, While Presenting at a Podium or Walking Around a Room

WALTHAM, MA, USA — October 9, 2012 — Brainshark, Inc., the leader in online and mobile presentations (<http://www.brainshark.com/>), today announced powerful, new functionality for users of SlideShark (<http://www.slideshark.com/>) – the free, award-winning app for viewing and sharing PowerPoints on the iPad and iPhone (<http://www.slideshark.com/>). Through new integrations with Box and Dropbox, SlideShark users can easily and instantly access and import PowerPoints they have stored with these leading cloud storage providers – and then view and present their content the way it was meant to be seen. In addition, SlideShark now enables users to turn an iPhone or iPod touch into a remote control – providing greater “freedom to roam” for presenters when they’re delivering content projected from or viewed on the iPad.

“We’re excited to unveil these new features, making it easier to access content, and deliver more impressive and effortless presentations,” said Brainshark CEO Joe Gustafson. “Users have been asking for the iPhone remote, and will benefit from the flexibility and professionalism it provides. In addition, we’re pleased to work with such popular and dependable cloud storage providers as Box and Dropbox. Now, users can get their files, wherever they reside, into SlideShark – and then take advantage of our unique features for viewing and delivering presentations on iOS devices.”

Box and Dropbox Integrations

To access Box or Dropbox content, users must first link their SlideShark account with their Box and/or Dropbox accounts. Then, right from within the SlideShark app on their iPad, iPhone or iPod touch, users can select which PowerPoint file(s) they would like to import into SlideShark.

From there, they can view the content on their iOS device with fonts, animations, graphics and colours intact – something not possible prior to SlideShark’s launch (<https://www.brainshark.com/company/in-the-news/press-releases/2011/oct/10-18-pr.aspx>). In addition, users can take advantage of features including SlideShark’s “Laser Pointer” (<http://www.brainshark.com/ideas-blog/brainshark-articles/slideshark-presenter-tools-laser-pointer-and-hide-slides.aspx>) and “Presenter Mode,” (<https://www.brainshark.com/company/in-the-news/press-releases/2012/may/5-16-pr.aspx>) as well as the ability to connect to TVs and projectors, to deliver truly powerful presentations.

iPhone Remote Control

With the new iPhone remote control, SlideShark users who are showing a presentation on their iPad can use their iPhone to control and advance the slides or discreetly jump to specific slides. This is especially useful when iPad content is being projected onto a larger screen – giving users the flexibility to navigate presentations easily and unobtrusively, whether they’re standing at a podium or walking around

a large room.

To take advantage of this feature, users simply access the remote control setting in the SlideShark app and then pair their iPhone or iPod touch with their iPad. The devices are wirelessly linked, using Bluetooth technology. SlideShark also prompts users to enter a security code when pairing their devices – ensuring that only the presenter can control the presentation.

Additional New Feature: Embedded Video Support

To support users as they view and deliver dynamic PowerPoint presentations, SlideShark now supports and displays video files (<https://www.brainshark.com/ideas-blog/brainshark-articles/slideshark-now-plays-embedded-video.aspx>) within PowerPoints. The videos must be embedded in the document, which PowerPoint 2010 does automatically (incorporating the video into the PowerPoint file). SlideShark currently supports PowerPoint files with embedded videos in .wmv format and will be adding support for additional formats on an ongoing basis.

One of the top productivity apps in Apple's App Store, SlideShark is used by mobile business professionals and individuals in more than 120 different countries. With industry honours including a Stevie Award (<https://www.brainshark.com/company/in-the-news/press-releases/2012/september/9-20-pr.aspx>) (American Business Awards Program), Appy Award (<https://www.brainshark.com/company/in-the-news/press-releases/2012/march/3-29-pr.aspx>), Mobile Merit Award (<http://www.mobilemeritawards.com/index6.html>), Mobile Star Award (<https://www.brainshark.com/company/in-the-news/press-releases/2011/dec/12-19-pr.aspx>), Network Products Guide Award and more, SlideShark averages two downloads per minute, 24x7, and is free to use. Upgrades to SlideShark Plus and the multi-user SlideShark Team Edition (<https://www.slideshark.com/TeamEditionInfo.aspx>) are also available to power users and organisations of all sizes. For more information, please see www.slideshark.com.

SlideShark Global Channel Partners

Global channel partners who are reselling SlideShark Team Edition outside the U.S. include:

- BrightCarbon, www.BrightCarbon.com (U.K. headquarters)
- Davytopiol, www.Davytopiol.com (France headquarters)
- Eyeful Presentations, www.EyefulPresentations.co.uk (U.K. headquarters)
- LeadFabric, www.LeadFabric.com (Belgium headquarters)

About Brainshark, Inc.

Brainshark provides the leading cloud-based solution for creating, sharing and tracking online and mobile video presentations. With Brainshark, businesspeople can easily transform static content such as PowerPoint® documents into voice-enriched video presentations that can be accessed anytime, on-demand. Customers can also obtain extensive viewing details, enabling them to measure the effectiveness of their content and follow up accordingly. Brainshark is also the company behind SlideShark™, the award-winning app for viewing and sharing PowerPoints on the iPad, iPhone and iPod touch. Thousands of companies –

including a third of the Fortune 100 – rely on Brainshark to increase the impact and reduce the cost of their sales, marketing, training and HR communications. For more information, visit www.brainshark.com and www.slideshark.com.

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