

## Maximizing presentations, three screens at a time

*By Rochelle Rucker*

For many presenters, there's nothing more frightening, daunting, or perplexing as making a successful presentation to a room full of people. Some concern themselves with how the presentation is worded, others wonder if they're boring the audience.

One thing is for sure; today's information-overloaded consumer is bombarded with too much TV, news radio and e-mail. So it's no wonder that viewing numerous PowerPoint® slides, one-by-one, makes it difficult for people to synthesize and remember content.

But it doesn't have to be this way! TriZenter, LLC, a Louisville, KY based company, developed a new presentation system using multiple screens (three) that segregate information based on the Instructional Geography™ methodology for presenting information. This methodology maximizes the geography of the room and the learner's brain with embedded visual, audio and spatial cues for maximum impact.

"Information should be presented in such a way that it maximizes the learner's field of vision," explains Stephen Krempf, creator of Instructional Geography.™

"Why lose 2/3 of the viewing space by using only one screen? The secret is to maximize the 61° viewing angle in front of the audience. This helps to increase retention and recall of your message. Applications identified include conferences, meetings, legal presentations, sales presentations and education."

### All Systems Go

Ed Skarbek, chief operating officer (COO) of TriZenter, LLC. states, "We have taken the Instructional Geography™ concept and created the first new presentation system since PowerPoint®, allowing users to maximize interest, retention, and recall of information with any audience. A blend of educational equipment and methodology, the equipment/software produces three independent screen outputs in any combination (i.e. PowerPoint® slides, video clips, ticker tapes, flash images, live internet and/or programs)."

### Three Screens Are Better Than One

The development of Instructional Geography™ is a watershed event in the advancement of educational methodology and technology by focusing on three principles:

1. The learner's visual space is more fully utilized.
2. The mind needs visual, auditory, and spatial cues to aid understanding and retention.
3. The brain absorbs information best when it is presented in rationally structured, bite-sized chunks.

Two benefits accrue immediately from using the TriZenter presentation system: First, when the brain synthesizes data presented as a whole picture, it is easier to remember. The brain naturally seeks to link or correlate bits of data in order to remember them more efficiently. If data bits are presented one slide at a time (as in a conventional slide show), they may never be linked in the learner's mind because they aren't viewed simultaneously.

And second, Instructional Geography™ maximizes not only the geography of the learner's brain, but also the geography of the physical room or presentation site. A person consciously focused on a single screen sees only about 20 percent of the available space. By using three screens, filling 61 percent of the available space, the audience subconsciously acquires and stores two to three times more data from their peripheral vision. Projecting 200 percent more information automatically takes unconscious advantage of the visual space in front of the learner.

"The product is a very powerful addition to the marketplace," says Sid Jacobson who lives in Metairie, La., and is director of South Central Institute of Neuro-Linguistic-Programming (NLP) and Sid Jacobson Associates. According to NLP, people tend naturally to sort out different information by (usually unconsciously) placing different kinds of information and experiences in different locations in their imagination.

"People will, quite literally, catalog ideas they agree with to one portion of the brain and ideas they disagree with to the other," Jacobson said. "This is a naturally occurring phenomenon."

TriZenter allows for the conversion of traditional PowerPoint® presentation slides into a multi-dimensional experience. The product can display three simultaneous PowerPoint® slides, or many other simultaneous media combinations, thereby, increasing the amount of information the audience retains. The TriZenter process, for example, can display:

- PowerPoint® text on one screen highlighting key points of a video
- Video on a second screen
- An actual demonstration of the featured product on the third screen

### **Creating a Holistic Environment**

Educational institutions and corporations have started to use TriZenter to create and deliver more effective learning. In January 2003, Instructional Geography first learned how beneficial TriZenter can be to teachers and instructors when Raffles Girls Secondary School in Singapore utilized the instructional methodology in their Cyber Learning Centre. Twenty teachers took courses on how to use the technology and instructional methodology to deliver more dynamic and interesting lessons which better engage their students in their learning process.

### **Accommodating Learning Lifestyles**

Orrin Kolberg, an advertising executive in Tomahawk, Wis., makes frequent sales and training presentations to clients. He says TriZenter revolutionized the way he conducts presentations.

"When I used to show people on a (single screen) how Medicare Part A covers the hospital, then clicked to show how Part B covers doctor and outpatient service, they used to ask 'what does Part A cover again?'" Kolberg said. "I had to back track the slides. Now they have three screens to view. I have a 'flow' of information my clients can follow and relate back to if needed. Now they see the whole picture."

At the TechKnowledge Conference in Orlando, Fla., in 2003, and at several American Society for Training and Development (ASTD) chapter meetings, in 2004, an earlier version of TriZenter was unveiled. It showed how in a 45-minute presentation—after 117 slides—the audience could still remember the five key points of the presentation. The presenter also showed, how during the presentation, up to three live Web sites were accessed with a click of the remote.

"A major issue on the minds of many technical training presenters focused on the need to be able to show new and old versions of the application, simultaneously," Skarbek said. "The newest features in TriZenter include a ticker tape (crawl) that can run across all three screens to reinforce key messages. These additions focus normally wandering attention spans of the audience back to the subject matter. They also eliminate the low retention, poor data recall, and the need to provide more current information by allowing real-time access to the World Wide Web."

"This system does all of these effortlessly," continues Skarbek. "The Orlando presentation demonstrated how the system solves problems by integrating technology, adult learning, and neurosciences into a holistic methodology."

The Information Age has bombarded more information to mankind than it can possibly absorb. However, the most effective information during presentations relies on comparisons and is best achieved by seeing two or three pieces of related information – new, old, and future – all side-by-side. Keeping comparisons in front of the viewer, all at the same time, makes understanding and decision making much easier, faster and more complete.

For more information on this product contact us at [Charles.Loew@masetllc.com](mailto:Charles.Loew@masetllc.com)