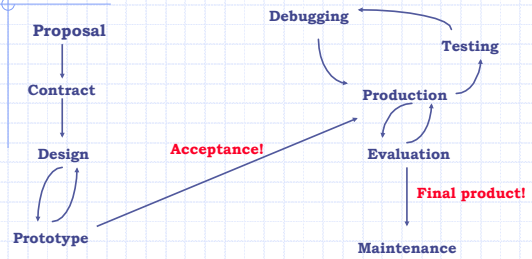


Plurality of MM Development Roles

- ◆ Management
 - Executive Producer
 - Producer
 - Project Manager
- ◆ Design
 - Creative Director
 - Information Designer
 - Interface Designer
- ◆ Production
 - Artist
 - Programmer



Development Process



Categories of MM Applications

- ◆ Advertising
 - Presentations
 - Marketing tools
- ◆ Education
 - Courseware
 - Kiosks
 - Simulations
- ◆ Edutainment
 - Consumer titles
 - Kids' books
- ◆ Varia
 - Custom productions