



INVESTOR IN PEOPLE

# synapse

.....  
the communicator between the thought and the action

## interactive multimedia

Define the term:

Interactive means to act on another's action, and multimedia suggests a blend of many different audio visual elements. We usually think of a CD-ROM or DVD when we hear this phrase - but does this excite us?

Because if not, doesn't it rather miss the point?  
Doesn't it suggest that we're already bored with the latest technology?

Or does it mean that we need to redefine it?

To us, interactive multimedia is ...

- the **power** of video ...
- the **precision** of graphics ...
- the **inspiration** of language ...
- the **emotion** of music ...
- the **thrill** of discovery ...



all squeezed onto a little silver disc!  
**now that's exciting!**



e-mail: [synapse@synapse-av.co.uk](mailto:synapse@synapse-av.co.uk) web: [www.synapse-av.co.uk](http://www.synapse-av.co.uk)