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Focus your presentation

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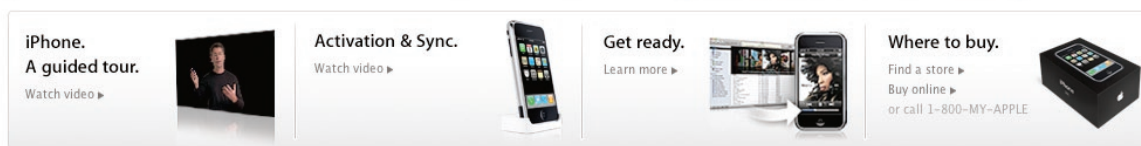
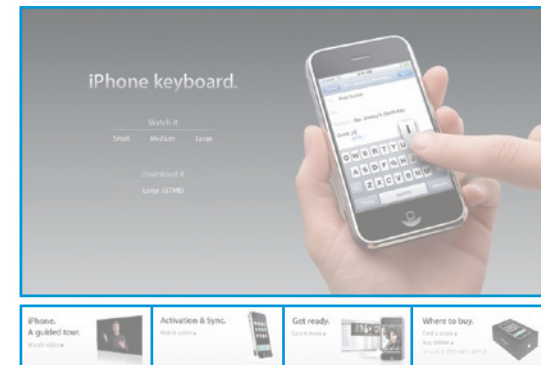
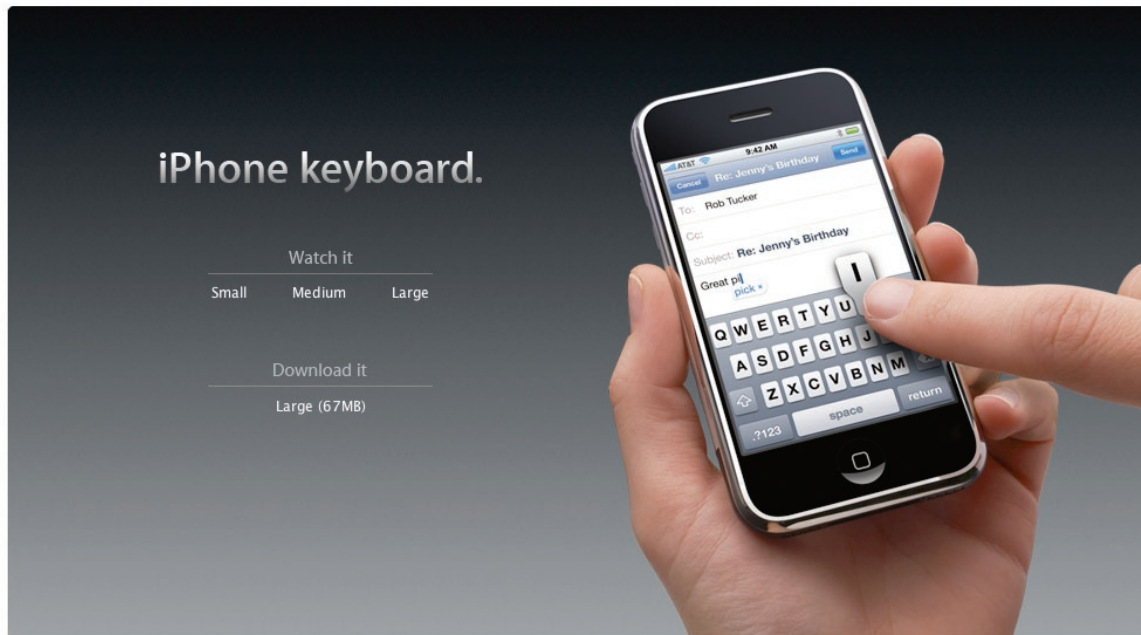
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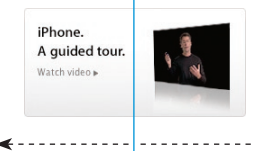
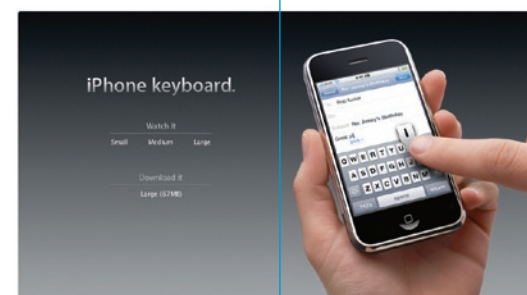
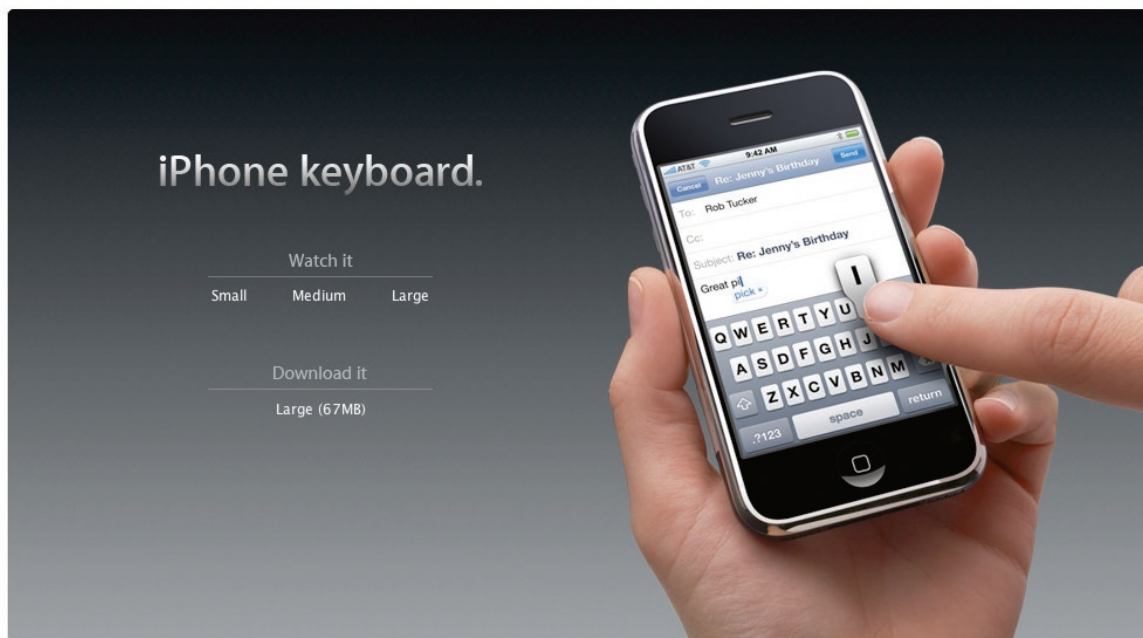
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Spacious simplicity The presentation is minimal and spacious—just the iPhone and a couple choices alone in a whole screen. Result? Note how easy it is to “read” instantly.



Myriad is one of the world’s clearest typefaces. It’s open and minimal with no fine detail, ideal for low-res use. Because Myriad is not universally available as a system font, **Lucida Grande**, a lookalike, is substituted for small html text. When using two similar faces, you can differentiate the two using *scale* (big-small) and *value* (dark-light). Note above that the smallest type is also the lightest.

Dimension

Flat fields are given life by subtle gradients that mimic the sheen of aluminum and the ambience of real light. Reflections and angles convey surface and depth.



Gradients mimic reality. Look around at your desk and office walls. You'll see that light plays off all surfaces, so no surface is truly monotone. Reflections are everywhere. By mimicking this ambience with gradients, the site feels real and warm while at the same time remaining neutral.

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Natural presentation, no distractions

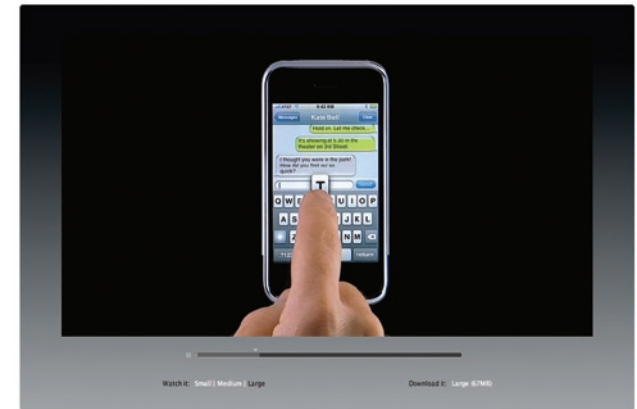
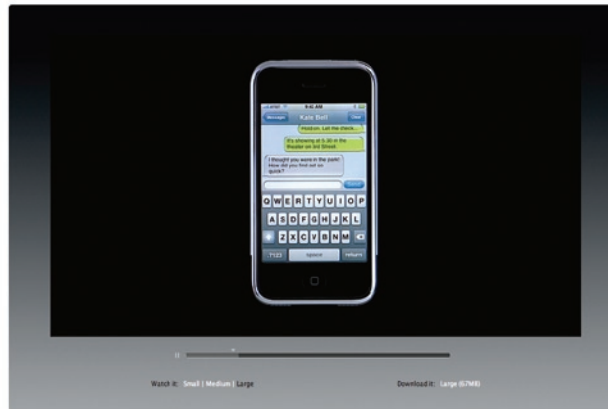
The heart of the site is video; the iPhone is explained in a natural, conversational way. Even in motion, the design remains focused; every detail contributes to clarity.

No barriers Video presentation is more natural than reading, and usually more effective. But its design is just as important. Note here that the narrator is centered in the screen, the strongest position (think of a target). He never drops eye contact (he's talking to *you*). And nothing visual comes between you and his presentation—not his looks, not his clothes, not his voice, not his surroundings. The design is deliberately (even relentlessly) pleasant but neutral so that all the emotional hooks come from the iPhone. The result is easy on the eyes and incredibly easy to understand.



One . . . thought . . . at . . . a . . . time . . .

When the narrator shows an iPhone function, the screen changes to a closeup with voiceover. The iPhone appears, then the action, one at a time, clear as a bell.



Centered, centered, centered. For a closeup, the iPhone replaces the narrator in the center of the black field. A finger appears and touches the glass. *Note that only one element is onscreen at a time.* Because in the closeup the finger is the key “actor,” it too was chosen for its neutral qualities—adult male, but smooth, not hairy, wrinkly, bumpy, spotted, tattooed, glossed or anything else that would draw attention away. Note, too, that phone and finger are perfectly lit and cast no shadows. Is this attention to detail worth it? Absolutely.

Quick tours, bite-size information

Efficient *Features* section splits the screen in two and adds text; this requires reading, but it's quicker than pure video for those who want the Cliff's Notes version.



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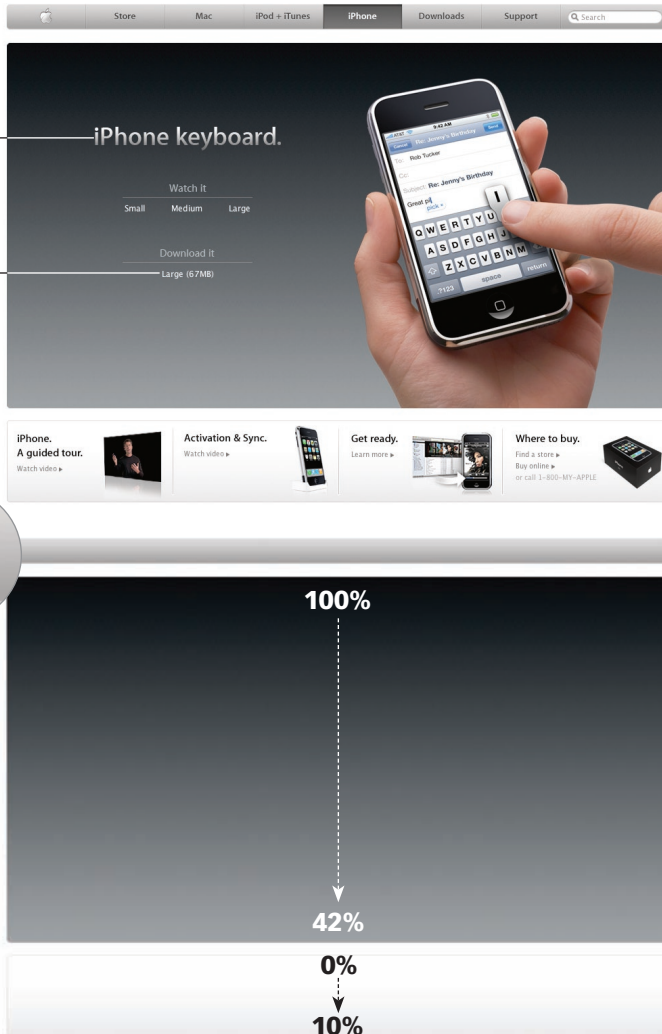
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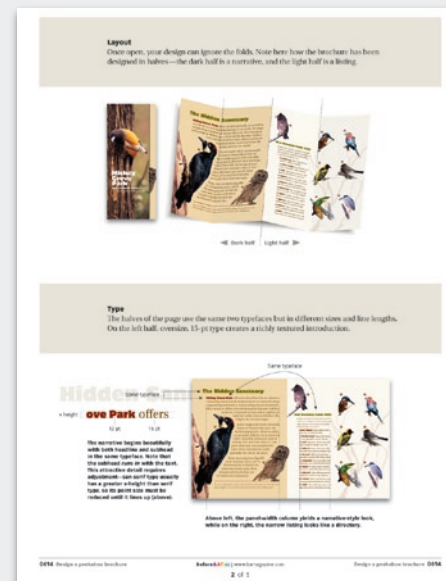


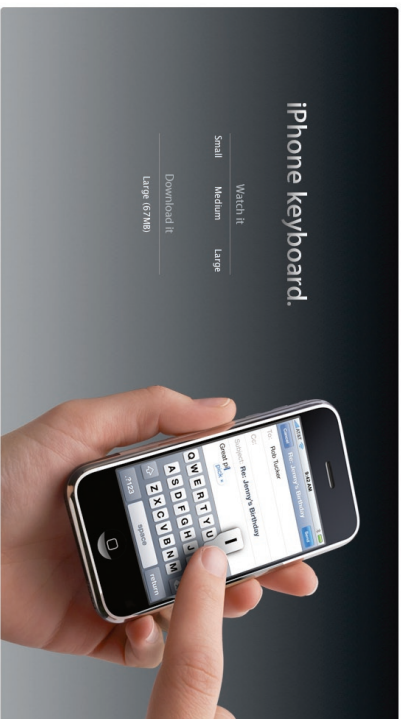
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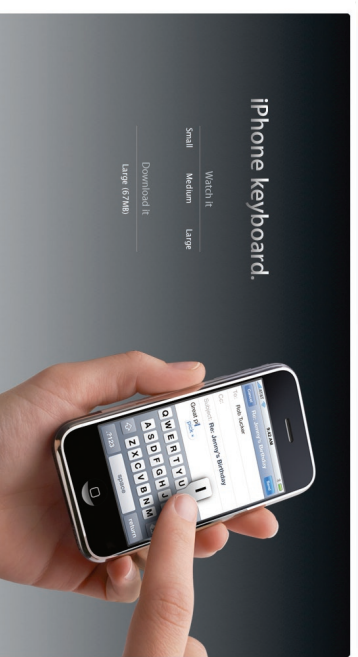
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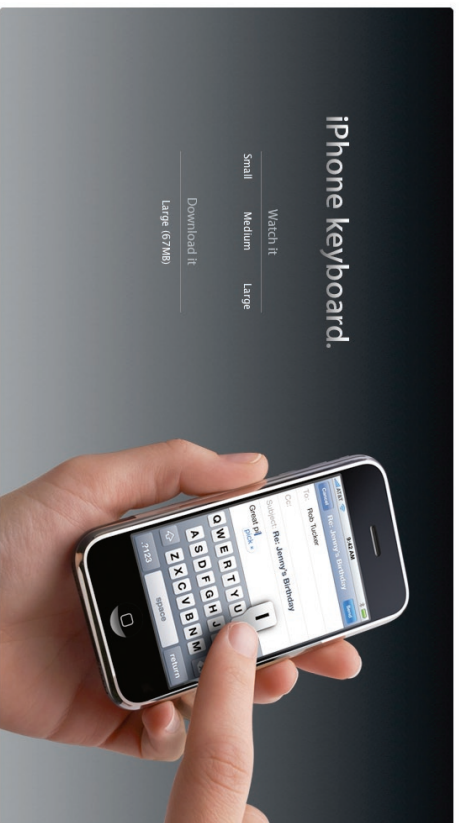
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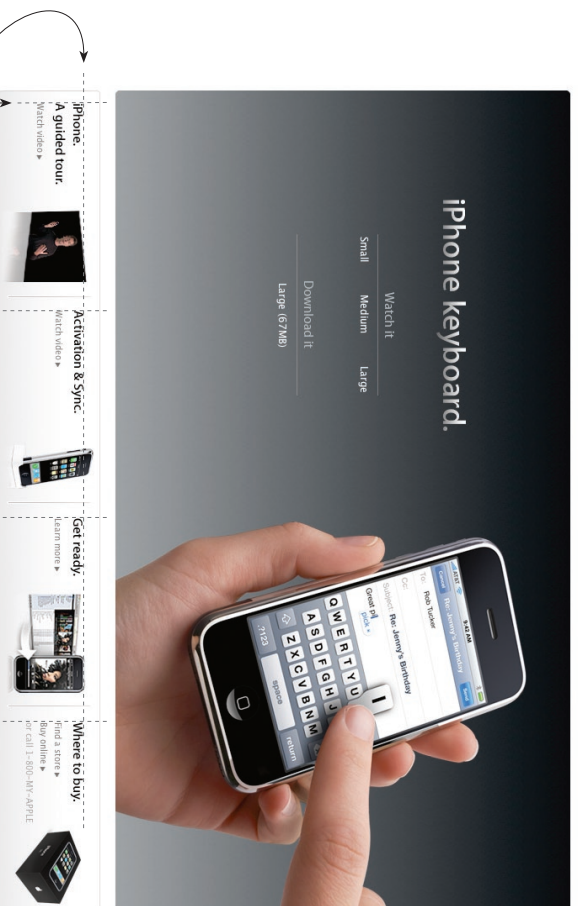
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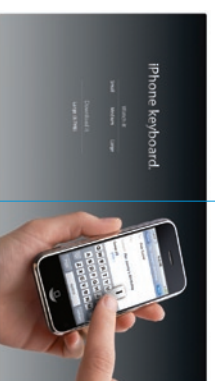
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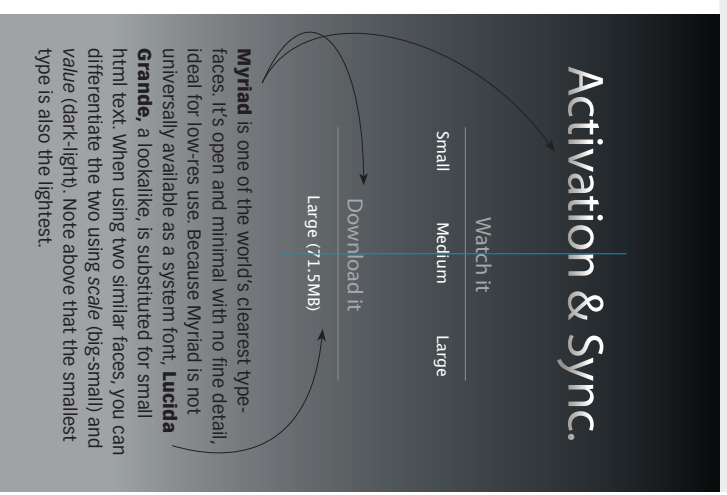
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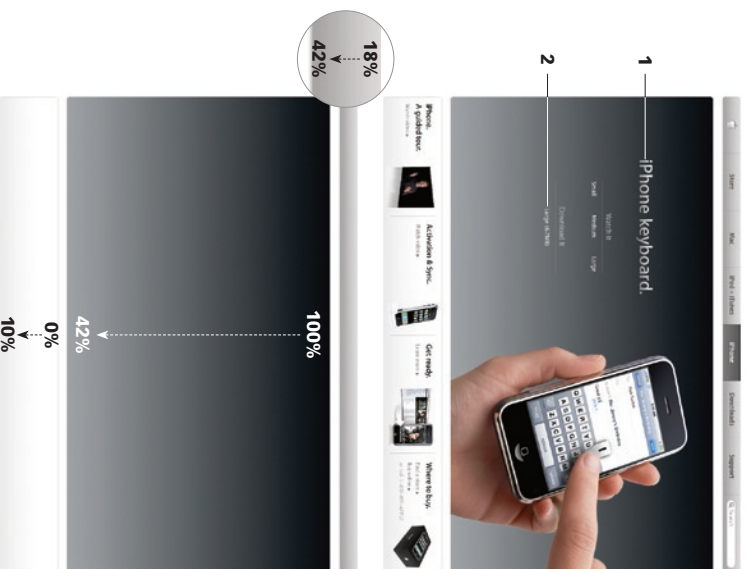
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