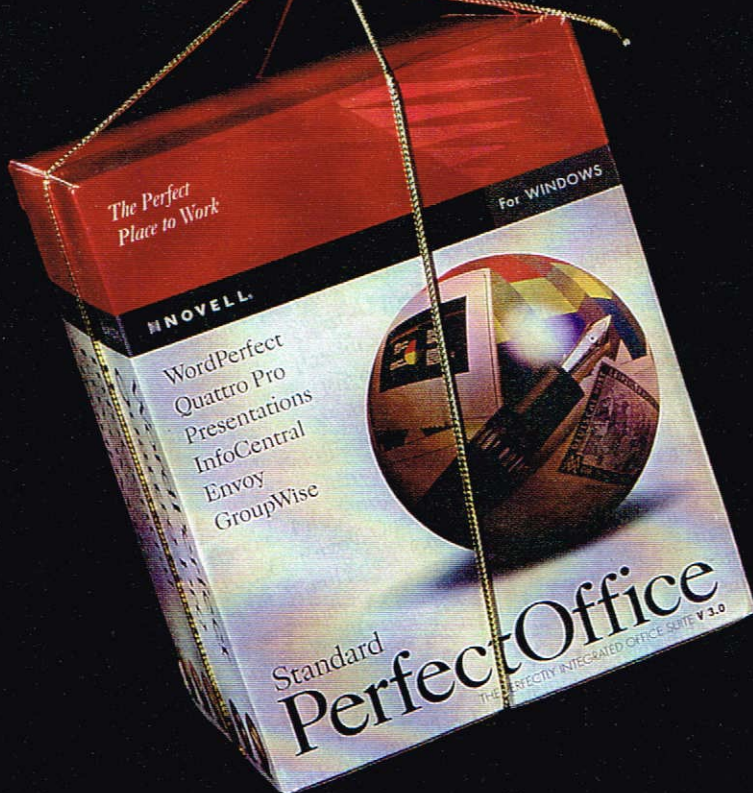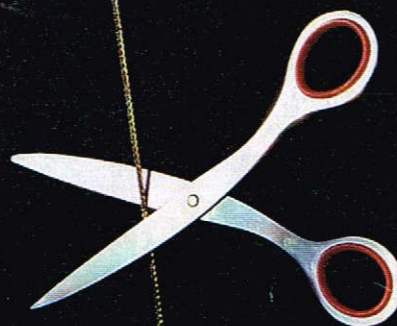# INFORMATIONWEEK

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If you're a Fortune 500 firm, you may have put literally a million bucks or more into this presentation. You've got hundreds or thousands of sales reps, circling the globe, gliding through lobbies, stepping into customer offices, shaking hands, walking straight to the boardroom. And now it's showtime.

Or maybe you're just an entrepreneur — one person, some rented office space, a couple of assistants. You've worked three long years honing your big idea, and you've got one chance to hit it big. The venture capitalists and bankers lead you down the hall, into the presentation room. And now it's showtime.

So what's waiting for you in that room? Who can say for sure? Could be, it's just one big room, a mahogany table, some plush chairs. Maybe there's a large-screen computer monitor there, too. Or — is it a large-screen TV? European-style or American? No, maybe it's a video projector. Or maybe, just maybe, it's one of those simple overhead projectors found in just about every other conference room around the globe.

You glance at your competition; the guy's a wreck, sweat glistening on his forehead. You look down, notice he's carrying a notebook computer. And it doesn't say IBM.

You smile. You're in control. You're carrying an IBM ThinkPad 755CDV, and you know that whatever you find in that room, you're going to score big today.

A presentation dream machine

When you carry an IBM ThinkPad 755CDV, you're ready for almost any imaginable presentation situation. To begin with, you're equipped with one of IBM's latest and greatest 10.4-inch active-matrix displays, which employ advanced glare-reducing TFT technology. These displays can be viewed by a

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Now Presenting…

The BIG Picture

Introducing two ThinkPad presentation dream machines from IBM, with built-in LCD projection capabilities

By Eric Bergen

group from wide viewing angles, and offer rich colors and brilliant contrast.

That's great for a small group. Now imagine you're in a conference room equipped with a standard overhead projector. Some presenters might resort to boring transparencies, or try to fumble with a large, heavy, expensive LCD projection panel that takes time to attach by cables to their laptop. Not you. With one smooth motion, you quickly and easily pop off the back casing of your ThinkPad's screen, transforming the screen itself into a translucent projection panel. You recline the screen, set the notebook on the overhead projector, and you're ready to present. For added security, you can easily strap the notebook to the projector in seconds, so that you can type at the keyboard if necessary.

The ThinkPad 755CDV is also equipped with outputs for both NTSC and PAL TV formats (U.S. and European formats, respectively), as well as composite and S-Video inputs and outputs, enabling the notebook to display a presentation on nearly any TV or BARCO-style video projection system. The support for the two largest worldwide video standards makes the 755CDV ideal for global sales forces and globe-trotting executives.

Finally, the ThinkPad 755CDV also offers an SVGA-out port, which allows the system to display high-resolution (1,024 by 768) presentations on regular computer monitors — from typical 15-inch desktop models to the specialized 30-inch (and larger) models found in many presentation rooms.

Whichever display mode you choose, you can run your entire presentation from across the room, thanks to the ThinkPad 755CDV's standard wireless remote control (see sidebar, "Go Ahead, Make Your Day"). Just point it in the general

direction of your ThinkPad, and strut your stuff. You can proceed with confidence because you're in control — it's your presentation, running in the predictable environment of your own IBM ThinkPad. What could be easier or more reliable?

IBM's presentation-ready ThinkPads come in two models. For traditional electronic presentations without motion video, there's the affordable ThinkPad 755CV. The ThinkPad 755CDV adds a CD-ROM drive, extensive video connectivity, motion video acceleration and stereo speakers to the

package, resulting in a laptop computer with the capabilities of a full-fledged multimedia workstation — all in a battery-powered presentation package weighing only 7.5 pounds. (See table for model comparison.)

Praise from reviewers

The unique benefits and value of the ThinkPad 755CDV and 755CV are evident to reviewers. Michael Goldstein, editor-in-chief of *PC LapTop Computers*, says, "This is a great innovation for the high-end presentation market. No longer will road warriors need to lug around an external LCD projection panel."

Analysts applaud the new ThinkPads as well. "The products solve a major problem, which is to minimize the number of pieces that

one has to carry and the amount of setup time it takes to do a demonstration for a client," says Leslie Fiering, vice president of the Gartner Group, a top technology consulting firm. "And for people who might have been considering purchasing a separate projection panel, it makes economic sense. After all, decent projection panels cost several thousand dollars, above and beyond a computer."

Dataquest's Kimball Brown says, "The overhead capability is fabulous. It should be very effective for anybody that has to do presentations on the road. You can always assume there's going to be an overhead projector; you can't assume there's going to be an LCD setup. For what I do, a ThinkPad 755CV or CDV would be wonderful."

Features galore

Anyone who wants to make a potent impression on a sophisticated audience has to use state-of-the-art equipment these days, says Vivien Hoexter, a New York City-based marketing consultant. "People selling to Fortune 500 companies have to give classy presentations," she says. "There's tremendous competition. Everybody wants to be a supplier to Fortune 500 companies."

With features galore, the ThinkPad 755CDV defines the state of the art in presentation equipment. The traveling presenter equipped with this ThinkPad will not only be able to deliver a compelling message wherever there's an overhead projector, but, with outputs for both NTSC and PAL TV formats, as well as composite and S-Video inputs and outputs, will also be able to take advantage of just about any TV or video projection technology that is available. Software motion video acceleration technology enables video playback at up to 30 frames

GO AHEAD, MAKE YOUR DAY

WIRELESS REMOTE FREES TRIGGER-HAPPY PRESENTERS TO SHOOT FROM THE HIP

It's not exactly the image that most presenters strive for — bent over a notebook computer, carefully moving an onscreen pointer with a slightly jittery finger, while a dozen senior executives sit waiting, tapping their fingers on the conference table.

It's also not an image you'll ever suffer from with an IBM ThinkPad 755CDV or 755CV. Each notebook computer is equipped with a slick wireless remote control that can be used from across the room and doesn't even have to be aimed precisely in a given direction. Go ahead, make your day; relax and shoot from the hip. You've got this presentation totally under control, and it doesn't even look like you're trying.

Go for Hollywood effects

The Mind Path Remote Control even lets you improvise a number of stylish multimedia effects without any advance preparation beyond a one-time setup of preferences. Imagine the added interest that your audiences will have when you spotlight a section of a screen while the rest dims, zoom in on an important point, circle an item that a listener has questioned, or drop a check mark next to a concern that you've addressed. All these effects are available to you with your ThinkPad 755CDV or 755CV, regardless of the program that you use to display your presentations.

The palm-sized Remote Control has five numbered, programmable buttons, plus two buttons that are generally used to move forward or backward in a presentation (although they, too, can be programmed for other uses). At the heart of the control is the MouseDisk, an elegant solution to the tricky problem of hand-eye coordination in a presentation environment.

The MouseDisk consists of a soft, flexible circular rubber pad with a button at its center; it provides speed-sensitive directional control of an onscreen pointer. It gives the presenter tremendous freedom of motion and one-handed control of most operations from anywhere in the room. As Mind Path's president, Alex Tsakiris, says, "Because the infrared is quite strong, you can move freely. You can bounce it off the wall or off the ceiling if you want to."

Another handy feature of the Mind Path software is the break timer, which displays the number of minutes and seconds left until the presentation starts or resumes. Tsakiris asserts, "I've used that plenty of times to start presentations. People see the timer counting down, and, I swear, when it gets to about 30 seconds, people start to quiet down and pay attention, waiting for you to start."

These features add up to rave reviews. *PC Computing* gives the Mind Path Remote Control 4-1/2 stars out of 5 and observes that "Remote Control combines ease of use with software that will add pizzazz and flair to any presentation…. Not only is the Mind Path hardware easy to use, but the software control panel is a model of simplicity despite the options it offers." *Computer Shopper* says that it "may be the most useful presentation tool since the extendible pointer." ∎

per second. When it comes to image display capabilities, surely the 755CDV ranks as one of the most versatile and connectable computers ever made. And that's not even considering the video input port for still image and video capture, which helps users capture material for use in developing their presentations in the first place.

Both new ThinkPads feature advanced audio capability. They combine Sound Blaster support with a 32-voice wavetable synthesizer, digital audio recording and playback capabilities, built-in microphone, external microphone jack, high-quality speaker (stereo speakers in the 755CDV) and headphone jack. With all these extras, you still have two PCMCIA Type I or Type II slots (usable as a single Type III slot) available.

Common also to both models is strong connectivity. Highlights include the built-in IrDA-compliant high-speed infrared communications port, the 14.4 Kbps data/fax modem and the built-in telephony functions (yes, you can even use your ThinkPad 755CDV or 755CV as an answering machine when you go out for dinner, or use the built-in speaker-phone to conduct an impromptu teleconference). The infrared port works with the award-winning Mind Path remote control and software that's included with these notebooks, giving you the ability to control presentations and add highly acclaimed special effects to your performance. The port is compatible with the IrDA infrared standard, which allows your ThinkPad to exchange data with other IrDA-equipped devices and to even print documents directly to compatible printers without a cable. In addition to IrDA, the port supports the protocols used in electronic organizers and printers from Hewlett-Packard and Sharp. Standard computers and printers

can be IR-enabled with the addition of a "ThinkPad Proven" JetEye or JetEye PC option from Extended Systems (1 800-235-7576).
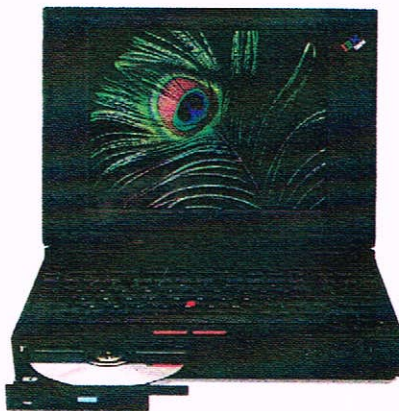
For more tethered desktop connectivity, IBM also offers a range of optional port replicators and docking stations. Port replicators allow users to connect their ThinkPads through a single connector to such desktop accessories as a mouse, printer, monitor and serial-port devices. Docking stations add connectivity to expansion cards and drive bays.

To CD or not to CD?

The ThinkPad 755CDV and 755CV have hard drive options that range from 540 MB to 1.2 gigabytes. But the CD-ROM drive on the 755CDV provides additional capabilities that Brown says are quite significant for field automation. "If you're a field service representative," he says, "you may have a big parts database. If you carry massive price lists or a digital catalog, your database may change frequently. CD-ROMs are the easiest way for companies to provide freshly updated versions of this kind of large database to dozens, hundreds or thousands of field personnel on a regular basis."

The CD-ROM drive can also be put to more occasional use. According to Brown, "For someone like me, the main point of a CD-ROM drive is that it is invaluable for installing software — who wants to baby-sit a computer while you're feeding it 10 or 20 diskettes? That's why I like the idea of a removable CD-ROM drive. I'd use it in the office, and probably leave it behind when I travel." Fortunately, IBM ThinkPads give you the flexibility to reconfigure your system this way in minutes, with an "UltraBay" that can swap a CD-ROM drive with a diskette drive, wireless modem and other options.

There's one more use for the CD-ROM that may never appear on a cost-justification report, but is nonetheless worth mentioning. Is it really such a sin, after all, when taking the red-eye flight back to the home office after a week on the road, to slip a CD-ROM from your briefcase and play *Myst* for a little while? Or to plug in the headphones

and listen to Beethoven's Ninth Symphony or R.E.M.? Okay, forget it. It was just a crazy thought. We know you'd never do that.

The ThinkPad advantage

In addition to the features that make these two new ThinkPads unique, they naturally share many desirable qualities with the other ThinkPad models, a product family with a proud history of quality and innovation. For example, the ThinkPad 755CD was hailed by *Windows* magazine as "the multimedia notebook computer to which all others should aspire." The ThinkPad 755CDV now ups the ante by adding dramatically useful presentation features to a design that already was supreme.

One important ThinkPad feature that's not often emphasized are the configurable bays under the keyboard, which

you can easily customize with different hard drives, diskette drives, CD-ROM drives or even wireless modems. These UltraBays are ideal for corporate laptop "fleets," providing the ability to economize by repurposing existing computer assets as company needs change, and upgrading storage systems as technologies evolve. It's one of the reasons that ThinkPads are good investments rather than mere purchases.

Rugged quality, dependable support

All ThinkPads share the same sleek, attractive, ergonomic styling. This would mean nothing, however, without the even more attractive IBM quality and support engineered into every ThinkPad computer. Computers are critical business tools — IBM knows that and has always built computers renowned for their dependability. It stands behind its portables and its customers with the IBM ThinkPad three-year warranty, which includes ThinkPad EasyServ. In dozens of key business centers in the United States, EasyServ will provide a courier to pick up your machine at your location, deliver it directly to an IBM facility and, in most cases, return the repaired unit to you the next day, at no charge during the warranty period. ThinkPad EasyServ truly sets a new standard for customer support, so far beyond ordinary support that it should be given a new name — perhaps "Customer Coddling."

ThinkPad support doesn't end at United States borders. If you're traveling abroad, IBM will issue an International Warranty Service Certificate that will be honored at IBM authorized sales and service centers worldwide. For the global businessperson, IBM's extensive worldwide service network provides the peace of mind that comes from knowing that one of the world's

"A RUGGED, POWERFUL, BREAKTHROUGH PRODUCT"

Dr. Franklin Wilbur is associate vice president for undergraduate studies at Syracuse University in New York. With a background in instructional technology, Wilbur is well equipped to evaluate notebook computers for faculty use. After looking closely at IBM's ThinkPad 755CDV and 755CV notebooks, he concludes that they make "a real breakthrough" and are ideal notebooks for professors, trainers and mobile salespeople.

"This is a very rugged, powerful, breakthrough product that I think is going to be a very popular option in higher education," says Wilbur. "We are excited about it.

"It is powerful enough to use as a desktop development station. And it has all the capabilities of a group presentation machine for the classroom. I had never seen anything that was quite like it — especially one that was rugged enough to stand up to constant portability by professors.

"Professors really want to go from their office and their home right to the classroom," Wilbur says. "With this notebook, you walk into a classroom with a charge in the batteries, and you're in business in a matter of 60 seconds. It provides them with freedom of movement with that handheld remote control and all the special dissolve features that it has. And the notebook has built-in sound that works well for small groups without any additional amplification.

"The LCD projection delivers a very good image. Very crisp, with high-resolution color. It is a beautiful device."
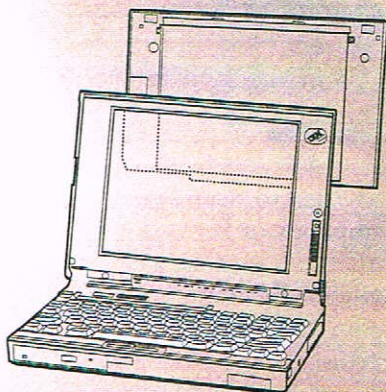
"A steal"

"It would never be economically possible for us to provide every single classroom in a large university with the ability for a professor to easily display the material that he has prepared. Another alternative is to share equipment among classrooms, but this requires an increased investment in support staff, because the professor is relying on audiovisual services to have equipment waiting and may also need assistance setting it up.

"The ability to think of this as a home, office, field and classroom machine probably cuts expenses by half. It is a steal, if you are trying to provide faculty with a very powerful machine that can be used for many purposes. It saves the institution a lot of money. So I, for one, am very excited about this, and intend to encourage their use on campus."

Wilbur also sees great potential for the new ThinkPads outside academia.

"People from industry — especially salespeople and trainers — are really anxious to have something that can go on the road and be a complete presentation device," Wilbur says. "They don't want to buy multiple boxes, especially when the separate LCD projection panels go for $5,000 or more. This is really a breakthrough for industry as well." ∎

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Conclusion

When it comes to serving the portable computing needs of businesspeople, IBM has shown again and again an uncanny grasp of the real issues these professionals face, and a talent for coming up with solutions they'll embrace. Like IBM's stunning technology coup of earlier 1995 — the 4.5-pound ThinkPad 701C notebook with its expanding keyboard — the ThinkPad 755CDV/CV models are a significant, practical and innovative solution to a real business concern. They are destined to achieve wide popularity among frequent presenters. ∎

For more information or to purchase any IBM ThinkPad, call IBM PC Direct at 1 800-426-2968. Or, visit the ThinkPad site on the World Wide Web at http://www.pc.ibm.com/products/tpover.html.

THE MIND BEHIND THE MACHINE
IBM researcher Ted Selker, Ph.D., scores again

Dr. Ted Selker is becoming the road warrior's hero. The IBM engineer at IBM's San Jose, Calif.-based Almaden Research Center invented the TrackPoint pointing device, which is the eraser-like mini-joystick that now sits in the center of the keyboards of all ThinkPads and many other popular laptops. Now he's done it again, by conceiving and developing IBM's dramatic new presentation laptops, the ThinkPad 755CDV and 755CV. Here's the story behind the invention:
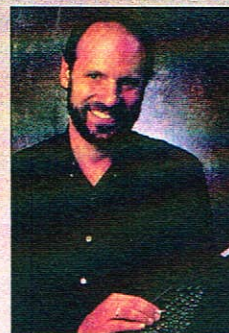
Q: *The new ThinkPads, the 755CDV and 755CV, break new ground in portable computer design. What was your inspiration?*

A: As is often the case, I wanted to solve an everyday problem. If you want to show your work to people, it's frustrating because you have to take and use a video projector or an LCD projector. That equipment is expensive and hard to find, and it can be problematic getting it set up and working. Imagine instead that you could walk up with your notebook, not have to reboot it, not have to turn it off, not have to have a cable, and not have to have an outlet. All you have to do is to put it on any standard overhead projector and just turn it on. And everything appears to the audience exactly as it appeared to you when you were assembling it — with the same brilliance, the same color tones, the same aspect ratios and even the same sound. That vision was my inspiration.

Q: *How does a radical concept like this proceed from vision to product?*

A: I worked for two and a half years on this, and experimented with a number of complex designs for the screen before being hit by a mental lightning bolt and discovering the simple, elegant design that we settled on for the final product. I've done some things to make it so we can get the maximum amount of brightness out of it. This is as bright as just about any dedicated LCD projection panel on the market. Before I started, I thought there might be some compromise in creating a notebook computer that functions in both personal and presentation modes like this, but, fortunately, that turned out not to be the case.

The casing turned out to work out a lot better than I was expecting, with the aid of some careful design. I got the structural integrity that I wanted out of the case. The hardest parts were figuring out how to make it focus, how to keep it cool, how to get it bright and how to hold it on the overhead projector. I have this wonderful way of holding the notebook onto the projector, with a strap around the belly like the belt on a horse. It takes me 8 seconds to put it on. It might take you 30 seconds the first or second time. It's a very simple thing to use, and it's very easy to install, and I'm hoping that it'll be pervasive. ∎

FEATURE COMPARISON OF THINKPAD 755CDV AND 755CV

The ThinkPad 755CDV and 755CV models are similar in many respects. The following table illustrates major differences:

Feature	ThinkPad 755CDV	ThinkPad 755CV
CD-ROM Drive	Yes	No
NTSC/PAL Video Out	Yes	No
Software Motion Video Acceleration	Yes	No
Video Capture	Yes	No
Stereo Speakers	Yes	No
Mono Speaker	No	Yes
Dimensions	2.2"H x 11.7"W x 8.3"D	2.0"H x 11.7"W x 8.3"D
Weight	7.5 lbs. with battery, CD-ROM drive	6.6 lbs. with battery, diskette drive; 6.1 lbs. without diskette drive