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Hemera® in the White House

When you give a presentation at the White House, you want to make sure your message is crystal clear and your slides look impressive. Eric Uner knows from experience. He's the chief software architect at Bodacion Technologies, a small and agile company often referred to as "a software security SWAT team." "I do a lot of briefings," he says, "and I regularly get compliments on how great my presentations look. I owe a lot of that to Hemera® Photo-Objects® images."

Bodacion Technologies is located in Barrington, IL, just outside Chicago, right in the US hotbed of embedded development for the communications industry. Eric Uner and his friend and colleague Eric Hauk were working as engineers with Motorola in the mid-1990s, when they decided to start their own software-consulting firm.

The two Eric's realized that there was a major difference between the embedded network products they were developing at Motorola, and common PCs, workstations and servers. The first group is characterized by a very high level of security and reliability. The second group is not, as anyone who has been infected with a computer virus can tell you. Simply put, the goal of Bodacion Technologies is to make corporate and governmental computer networks as secure and reliable as embedded systems. They often showcase their technology to key people in the software security industry. Like people at the White House.

"I can't tell you what we talk about during these meetings. All I can say is that we've done briefings at the White House, the Department of Defense and other three-letter agencies," says Eric Uner and smiles mysteriously.

Uner, who has a background in math, chaos theory and electrical engineering, has no formal training in graphic design, but he knows that a presentation can be more—much more—than a dry PowerPoint slide with bullets and text.

"You have to capture the audience's interest, and one way to do that is to make your presentation visually appealing. I've seen my share of boring slide shows. I mean, if I see those old, generic, clip art images in a presentation one more time..." he says and shakes his head.

Uner certainly knows his way around a Windows® PC, but he uses an Apple® Macintosh® for his presentations these days.

"There are a few reasons I switched from PC to Mac®: we don't have to spend a lot of time trying to solve various driver conflicts, Macs can easily be integrated into an existing network and the graphics capabilities of OS X are remarkable. I use Apple's [presentation application] Keynote rather than [Microsoft's] PowerPoint®, in part because it handles graphics so much better."

The Challenge:

Bodacion Technologies needed a wide variety of photographic images to illustrate themes and talking points in their technically advanced corporate presentations. Most traditional clip art packages lacked the required visual sophistication, and stock photos were prohibitively expensive. In addition, the engineers creating the presentations didn't have the time or the inclination to remove backgrounds from stock photos.

The Solution:

By subscribing to Hemera Image Express™, engineers can search a large online collection and download all the images they need. Hemera® Photo-Objects® images have transparent backgrounds and users can simply drag and drop them into their presentations. By subscribing to Hemera Images Express, the company has immediate access to a fresh image collection. Bodacion Technologies now uses Hemera Image Express and Photo-Objects images for all their presentations and Web pages.

Examples

Bodacion Web Site



PowerPoint® Presentation



And he puts those graphics capabilities to good use. Last fall Uner was working on a presentation and he needed to add some images to his slides. He had recently read an article in MacAddict—a computer magazine dedicated to Mac users—about Hemera Image Express™. This new online image portal allows people to quickly and easily download images from a vast online image collection. And best of all, he could use great-looking photographic objects, but was no longer restricted to a square image format.

"I decided to try it out for this presentation and signed up for a one-month subscription right away. I often use several smaller images on a slide to illustrate my talking points, and I really like the transparent backgrounds in Hemera Photo-Objects images. It's very easy to drag and drop whatever I need into my presentations. I can choose from hundreds of thousands of images online, and Hemera adds 10,000 new images every month!"

Eric Uner has become so fond of Hemera's images that he uses them for the company's Web site as well.

"My favorite features of Hemera Image Express are the cost, quality and variety of images, and the masks for Photo-Objects images. Using Hemera images not only saves me time and money, but my presentations are a lot more impressive than those that include standard PowerPoint clip art. Hemera is and will be my primary source for images for all presentation and Web design," he says.

If you're wondering what the company name—Bodacion—comes from, it appears Eric Uner is a big VW fan:

"I was driving to work struggling to come up with the right name for the company and I remembered the term that was applied at classic VW car rallies for a really 'hot' model—bodacious," he says. "To me that is the only term that captures the essence of our solution. From there it was an easy jump to the name 'Bodacion.'"

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