

## INTRODUCING MEDIAGUN 2.0 (BETA)

### A DEFINITION

MediaGun is a quasi universal viewer. It aims at giving the end user a practical tool to preview a variety of media files and assemble them into playlists in the fastest and most secure possible way.

### OUR MAIN GUIDELINE: "TECHNOLOGY MADE FRIENDLY"

Our constant concern: to strike the right balance between offering the end user genuinely useful features without imposing a steep learning curve. This is achieved by:

- Resisting 'featuritis', i.e. the developer's tendency to inflate the amount of features "for the sake of it".
- Designing the most possible minimalistic UI, based on the 'less is more' principle.

### USP

**If we had to describe only one aspect that makes MediaGun unique, it would be the speed with which a Playlist can be created and run, irrespective of the complexity of the file formats that it contains.**

While most of its competitors offer content creation à la PowerPoint, MediaGun only offers INSTANT VIEWING of a multitude of file formats. But we believe that this is exactly where its strength resides. BTW, please note that PowerPoint is supported by MediaGun :)

## MEDIAGUN 2.0 - PROS AND CONS

### PROS

#### FILE FORMAT SUPPORT

Natively integrates library of codecs: seamlessly supports dozens of multimedia formats and TXT, PDF, MS Excel, Word, PowerPoint documents. **without prior conversion\*\***.  
MS-Office files integration.

### UI

Extremely powerful yet easy and intuitive due to streamlined User Interface.  
Contextual UI: only pertinent controls/buttons/menus in any given context are enabled.  
'One Stop' preview of entire contents of media folder, neatly sorted according to file type (Movies, Pictures, Sounds, Documents)  
Lightning speed Playlists creation by Drag & Drop.

## ENVIRONMENT

Supports Windows, macOS and Linux (+ iOS and Android for Portfolio\* playback).

Supports cross-platform and multi-device access with single subscription.

Enables continuity of user workflow between devices/OSs due to quiet synchronisation with Cloud database and backups.

## SAFETY AND SECURITY

Automatic Cloud backup of media files, playlists and settings.

Automatic assistance in case of missing files/invalid shortcuts. Being in presentation with missing files is virtually impossible.

Instant in-app update to reflect any changes made in the local File Explorer/Finder.

Any change in local media file is spotted and replaces previous version during Cloud synchronisation.

## PORTFOLIOS

A Portfolio is a self-contained Playlist which includes all media files and associated settings and extra features. Not available in v. 2.0 (Beta), it will be implemented in the commercial version, as it was in v. 1.9.

A Portfolio is created entirely automatically.

It can be shared with anybody with or without a MediaGun subscription.

It can be played manually or automatically.

It is encrypted to protect it from third part interference.

## MISCELLANEOUS

Edit TXT Styles enables transforming dull Notepad/Simple Text files into impressive screen layouts. Ideal for instant creation of attractive bullet-points type slides.

Original screen transitions.

Music Track enables to associate any media with a music file.

Does not require a MS-Office license to render Office files.

Past illustrious users validate proof of concept.

48 hour 'Safety Net' extension in case payment for subscription is overdue.

## E-COMMERCE AND ADMIN

Monetisation by subscription.

Competitive pricing.

MyCommerce is one of many channels to handle sales:

- One-stop international network of resellers and affiliates.

- Automatic commissioning.

- Real time access to sales reports.

- Support coupons.

- Supports VAT and multi-currencies administration.

## FUTURE DEVELOPMENT

Many more ideas for the evolution of the product are in the pipeline!

A playlist can be exported as a Portfolio, which can then be shared with and played by anyone, with or without a MediaGun subscription. This feature was already present in version 1.9.

MediaGun v. 2.0 is Cloud based. This enables automatic backup of media files and playlists.

It's also cross-platform. This enables a subscriber to seamlessly start building a playlist on one Operating System and continue it on another.

## CONS

- Does not yet support Undo.
- Viewing of MS-Office files playback requires an Internet connection and an MS-Azure account. However, this is the only way to generate truly cross-platform code to support Windows, macOS and Linux (+ iOS and Android for Portfolio\* playback).
- First time viewing of PowerPoint slideshows takes time to upload and convert in Sharepoint.
- Due to restrictions in MS-Office 365, some PowerPoint screen transitions are not supported.
- MediaGun Ltd has to pay for Azure use by Trial mode users.
- Some users will refuse to use an MS-Azure account other than their own. This modification is doable, needs further discussion.

\*\* Exception: PowerPoint slideshows require an **automatic** HTML5 conversion, operated in the Cloud.

MediaGun Ltd. August 2022