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Graphics-Toolbox®

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Graphic Software for Daily Life

For Immediate Release:

Graphics-Toolbox
www.greatsoftwaretools.com
contact@greatsoftwaretools.com

"Years ago, typing was done by typists, but then word processing was born and with a learning curve, everyone learned how to type and format their own documents. Now with Graphics-Toolbox everyone will learn how to manipulate and control their graphics too."

Joan Roberts - *Technology Coordinator*
Pawling Central School District

New York, NY (June 1, 2009) – **Graphics-Toolbox**, signature program of Great Software Tools, Inc. (GST), is an easy-to-learn-and-use graphic software program developed to fit the needs of all computer users. Until now, graphics programs have been either too basic with limited functions or too difficult to use. **Graphics-Toolbox** takes the capabilities of professional-level graphic software programs and simplifies them for daily life.

"A picture speaks a thousand words." The adage is true, so shouldn't your pictures speak *your* words? Ironically, in this era of high technology, most computer users settle for clip art and scavenged images to embellish their reports, flyers, newsletters and invitations. Most people don't know that they can enhance and customize their work with their own graphics. Professional graphic designers understand that using the right graphic, choosing the right font, adding the right border are key to grabbing the viewer's attention. **Graphics-Toolbox** gives the non-graphic professionals the tools to make dynamic presentations too.

The GST designers created an extensive range of user-friendly, professional-level graphics tools for people's daily graphic needs. Now everyone can edit their photographs or graphics by selecting only a portion of them or combining more than one to make the perfect image. Tonal and flat color changes are fast and easy. **Graphics-Toolbox** includes exclusive libraries of elements like Fancy Lines, Ribbons and Daily Life Colors. Copy and paste final images into other Windows programs or save them in any of the industry-accepted graphic file formats.

Graphics-Toolbox serves the needs and lifestyles of almost everyone:

- **Top educators agree that visual learning excites students**, encourages them to express their ideas, and improves overall information retention. **Graphics-Toolbox's** creative, hands-on technology allows them to master content-area knowledge while learning 21st century skills. All grade levels can benefit from **Graphics-Toolbox**. Students can begin using it for simple graphic/mechanical skills in first grade, and develop their skills to make more meaningful and interesting reports in third through fifth grade. By middle and high school, they will have the ability to create professional-looking projects. Graphics-Toolbox is not just academic software, so the tools they learn in school will continue to be applied in their adult lives and professional careers.

Recognition of pictures vs. text*
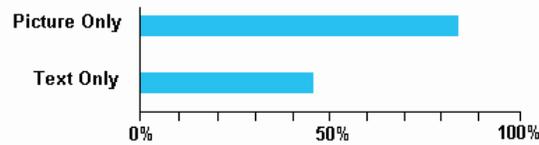
* Recognition soars with pictures. Various studies show that recognition doubles for a picture compared with text.

* Medina, John (2008) Vision Rule #10 Recognition graphs, www.brainrules.net/vision

- **Scrapbooking is going digital**; it is a natural evolution and **Graphics-Toolbox** is ready to help! With digital cameras, photos are naturally on our computers. No need to print them and glue them to the page – build the page around them. Exciting digital kits are easy to download and much cheaper than the 3D equivalent. And storage! Devoted scrappers are running out of room to store all the papers and stamps and templates and embellishments and die cutters and… Economy may be the most convincing reason for the devoted scrapbooker to go digital right now. Her budget may not allow her to buy expensive new equipment and supplies, but she can still express her creativity and archive lasting memories in the world of digital scrapbooking.

- **Businesses of all sizes** need to develop logos and marketing materials and present their data and images in persuasive and effective formats. **Graphics-Toolbox** gives business professionals at all levels - administrative, sales, marketing, accounting or management - the tools they need to convey their message and impress their audience. Research clearly demonstrates that adding pictures to text has a dramatic impact on the viewer.

  To quote the developmental molecular biologist John Medina, director of the Brain Center for Applied Learning Research at Seattle Pacific University and author of "Brain Rules":

  ✓ "We are incredible at remembering pictures. Hear a piece of information, and three days later you'll remember 10% of it. Add a picture and you'll remember 65%.
  ✓ Toss your PowerPoint presentations. It's text-based (nearly 40 words per slide), with six hierarchical levels of chapters and subheads—all words. Professionals everywhere need to know about the incredible inefficiency of text-based information and the incredible effects of images. Burn your current PowerPoint presentations and make new ones."

  **Medina, John (2008) Vision Rule #10 Recognition graphs, www.brainrules.net/vision

To illustrate John Medina's points, which of the 3 boxes below makes the biggest impact on you? **Graphics-Toolbox** enables you to make a bigger impact on your viewer too.

I visited the Great Wall of China last May. They say that it stretches over 4000 miles, through tall green mountains and was built to protect the Chinese Empire from its enemies.

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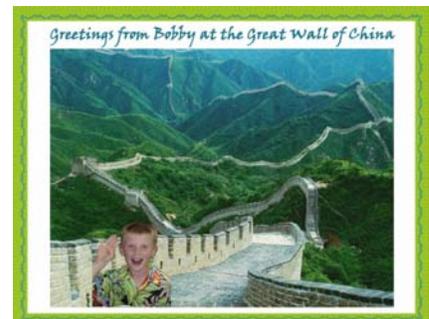
The design team at Great Software Tools discovered that most other software programs being used for graphics were designed for other uses. For instance, Adobe Photoshop is an excellent photo-editing program, but many people over the years have had to use it as a general graphics manipulation/design package. They didn't have better options. Most other graphics software packages were also not designed from day one to keep things simple for the end users. Then, as new programming was built upon the original design, the functions became more and more complicated for everyone other than professionally trained designers. For the rest of the computer-using population, these programs are difficult to learn and awkward to use.

Much other new software being developed these days is so high tech that it is meaningless for the general public. **Graphics-Toolbox** was developed to fill the void and give people of all ages the tools they need to be creative, informative, and effective while having fun in the process.

<div align="center">

That is good technology!

</div>

*This press pack was created using Graphics-Toolbox.*

Before **Graphics-Toolbox**™ was available, creating or manipulating graphics and photos meant trying to decipher programs like Photoshop®.

<div align="center">

Now, there is a real alternative!
Only $149

</div>

Graphics-Toolbox is the new fun-and-easy graphics software that is perfect for all computer users. Here are just a few examples of what Graphics-Toolbox can do for you.

- Dynamic Business Presentations
- Logo & Marketing Development
- Website & Blog Design
- Fashion, Interior & Surface Design
- Embroidery Patterns
- Custom Announcements & Invitations
- Crop & Manipulate Photos
- Embellish Photos with Ribbons & Text
- Fast & Easy Scrapbook Pages
- Photo Collages
- School Projects

<div align="center">
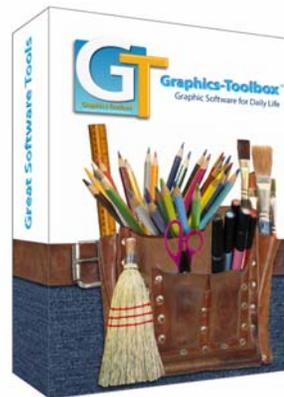
You will find that you are one idea and a click away from endless creative possibilities!

"Working with various newsletters and information releases constantly, it is nice to find a software where I can create my own professional images. With as much time as I spend creating and proofreading my material, it is such a relief knowing my imaging can be done easily with Graphics-Toolbox."

Sean R DePue – *Communications Support*
Leeza Gibbons Memory Foundation

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Features

The multitude of functions and applications in **Graphics-Toolbox** can enhance and color your daily life. Each detailed icon depicts its function, which makes learning and recalling the uses of the tools fast and easy. In contrast to other complicated graphics programs, **Graphics-Toolbox** has no wordy definitions and intricate procedures to learn. The tools were designed to be logical, intuitive and require the least amount of steps possible.
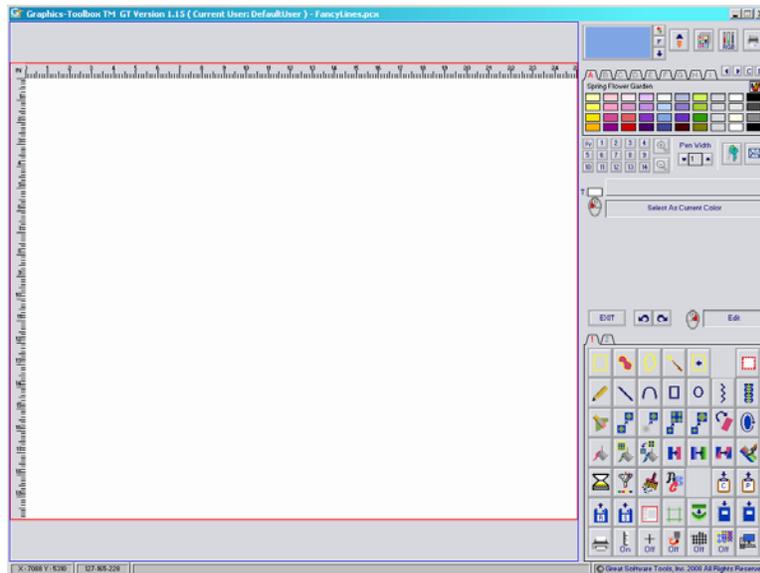
Some other helpful features:

- Help Messages – Right-clicking on a button instantly shows you a Help message on how to use the function – no frustrating search necessary.

- User-friendly Manual – The manual is filled with images to make learning Graphics-Toolbox easier and more enjoyable. The text is written in a friendly "voice," as if we were sitting beside you teaching you!

- Built in Manual – The manual is built into the program – no need to hunt for where the programmer hid it! Click the button on Page 2 and it opens as a PDF file.
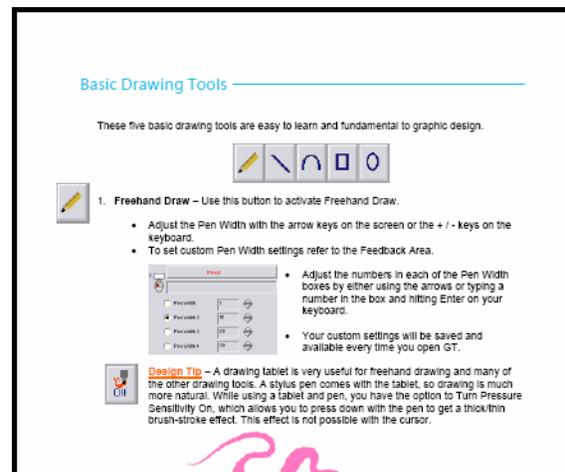
With inspiring features, like our exclusive libraries of Daily Life Color Cards, hundreds of Fancy Lines and colorful Ribbons, **Graphics-Toolbox** becomes a fun and creative way to express ideas for work or play. Once you learn how to create and control the graphics in your life, the door will open to your imagination and to a world of endless creative possibilities!

See a sampling of some of our features:

<u>Daily Life Color Cards</u>
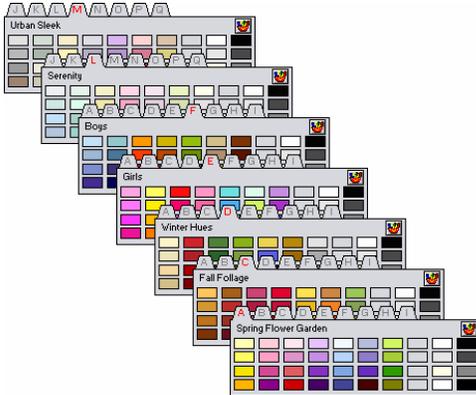
<u>Fancy Lines</u>
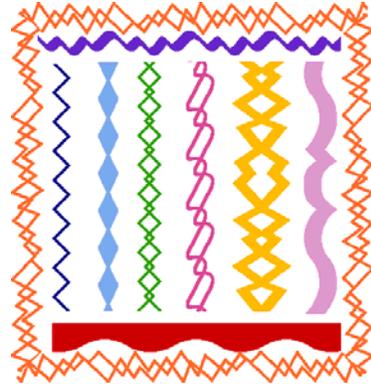
<u>Colorful Ribbons</u>

<u>Apply Texture</u>
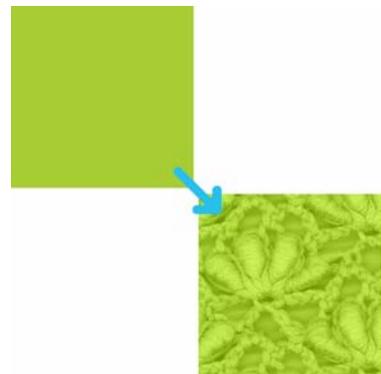
<u>Tonal Color Change</u>


<u>Transparent Glide</u>

3 separate pictures placed on top of one another.

Make Thinking Visual

Foster Academic Excellence
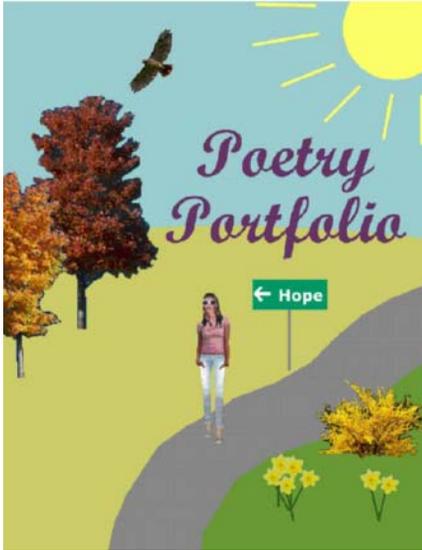
- Kids love technology
- Excite students with creative, hands-on technology and they will be eager to learn and express their ideas
- Merge academic and art departments to teach color, balance & design composition with core subjects
- Expand learning opportunities through differentiation
- Raise the bar on presentations, so that children start to create dynamic presentations at a young age and professional ones by high school
- Convey symbolism, mood and image with great graphics
- Help hands-on and visual learners succeed
- Great grades come from well executed homework assignments
- Descriptive icons allow hearing-impaired and ESL students to excel too
- Perfect for yearbooks, newsletters, websites and posters
- **Powerful, Flexible, Fun!**

Use Your Fashion Sense

Maximize Design Capabilities for the Fashion Industry

- Technology is essential in the fashion industry today
- Ever-changing trends require swift, responsive tools
- Create and rework prints, motifs and embroideries in-house
- Optimize creativity for designers with fast and intuitive graphic functions
- Save time and money on samples and strike-offs by rendering accurate artwork
- Generate precise technical details for factories and production staff
- Descriptive icons and intuitive interface make learning quick and easy
- Respond immediately to buyers' requests
- Compatible with all Windows programs from Adobe, Microsoft and more
- **Powerful, Flexible, Effective!**

Graphics-Toolbox Teams up
with Scrapbooking

Join in on the Latest Trend… Digital Scrapbooking!
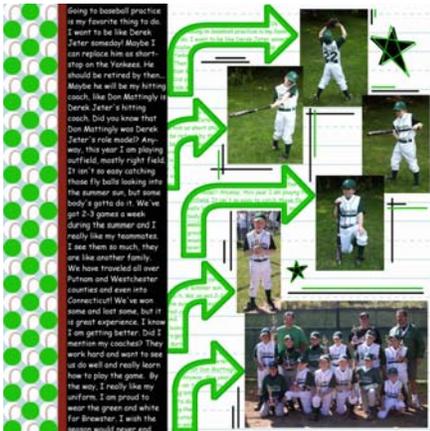
- Easy-to-learn-and-use, professional-level software – not another "me too" template-based scrapbooking program
- Resize and crop digital pictures directly in your layout
- Use the exciting digital kits that you have been seeing
- Combine digital & traditional scrapping to create ultimate hybrid layouts
- Enjoy our exclusive built-in libraries: hundreds of Fancy Lines, colorful Ribbons, Daily Life Color Cards and more
- Change colors quickly and easily
- Create custom colors to match/compliment your project
- Reuse favorite elements over and over
- Save money on supplies & eliminate storage problems
- Multi-format compatible – read and save files in all industry accepted graphic file formats
- Cut & paste your images into programs from Microsoft, Adobe & more
- Upload images to popular websites for printing and sharing
- **Powerful, Flexible, Economical!**

Enhance Your Favorite Photos

Get the Most from Your Digital Photos

- Have fun playing with the digital photos on your computer
- Select irregular shapes within your photo and combine photos to create the perfect picture
- Convert photos to flat graphic images
- Change colors easily to create the "Warhol Effect"
- Frame your images with hundreds of exclusive Fancy Lines and Colorful Ribbons
- Make Tonal Color Changes on all or only part of your photo
- Create fun effects with the Transparency Glide
- Add text for a caption or turn your photo into an invitation or announcement
- Use the Cloning tool to create "photo plastic surgery"
- Save edited images in the Jpeg format and print at professional photo labs
- **Powerful, Flexible, Creative!**

About Us

Great Software Tools, Inc. is the brainchild of Lynda Holler and William Tsao (pronounced Cho). Tsao is the founder of Primavision and Colour Matters Textile and Apparel software programs and has been designing graphic software since 1994 for the garment and textile industries. His focus has always been simplicity of graphics operation: if we can use 2 mouse clicks instead of 3 to accomplish a function, then he designs the software so that only 2 clicks are needed.

Back in 1994, software usability and ease of learning was unheard of. Developers for all types of graphic and non-graphic software were busy harnessing the then quite limited power of computers, and in most cases ease of use was not a priority. Since then the international acceptance and reliance on computers has changed the way we all live and work. Large and small software companies are racing to "out-tech" each other. Established software programs are continually being upgraded and new innovative products are launched, but very few are really designed with the daily needs and the logic of the user in mind.

Lynda Holler began her twenty-five year career in the fashion industry when colored markers, graph paper and foam core boards were a designer's primary tools. As computers proved their value, she began learning common programs like MS Word and Excel but was continually frustrated with the illogical steps and unhelpful Help messages that were part of the process.

Surrounded by the image, color and pattern of the fashion world, Holler became a loyal Colour Matters software user. She found the color, drawing and manipulation tools to be fast and easy to use and didn't have time in her busy life to learn the complicated terminology and cumbersome steps of programs like Adobe Photoshop. Holler also used Colour Matters for all of her personal graphics needs, like designing party invitations, editing photos, recoloring images and much more.

Two years ago, the light bulb went on and Holler realized that normal computer users didn't have an easy-to-learn-and-use professional-level program for their daily graphic needs. Most people didn't even realize that they could recolor their clip art or use only a portion of a photo. She began working with William Tsao to create **Graphics-Toolbox**, marrying the ease of the professional Colour Matters' graphics' functions with the needs of the average computer user. The project utilized graphics experts in 5 countries across 3 continents.

Holler and Tsao recognize that this is a content-rich world. They are excited to enable computer users untrained in graphic design to add their own customized graphics into their work, school and home environments. **Graphics-Toolbox** opens up the world of color, design and imagination to computer users of all ages and walks of life. Holler and Tsao are confident that they can change the way people look at graphics.

"Yes! I CAN do graphics!" is what they are hearing from more and more people everyday, now that the truly useful technology of Graphics-Toolbox is available to everyone.

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