Graphics-Toolbox
by Great Software Tools, LLC

For Immediate Release:

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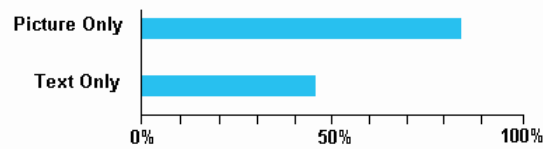
Graphics-Toolbox serves the needs and lifestyles of almost everyone:

- **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!

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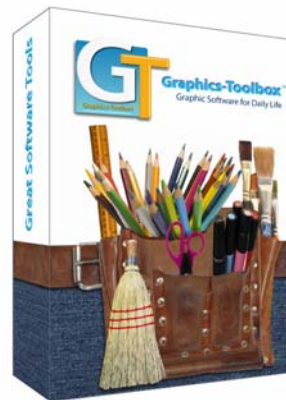*This press pack was created using Graphics-Toolbox.*

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

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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

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You will find that you are one idea and a click away from endless creative possibilities!

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