Why You Need to Start Using Apples Keynote

You probably had to create a presentation of some kind at least a couple of times in your life. Remember how everyone tried to be witty, innovative and smart in school with cool templates, fonts and animations in their presentations? Well, that's always the aim if you want your audience to listen. Grabbing someone's attention isn't easy and you can have the best materials ever, you can cite many great sources but if it isn't entertaining or easy on the eye to some extent, the chances are that your audience will fall asleep in ten to fifteen minutes. Fortunately, Apple stepped in to save the day with their Keynote. Let's see why many people choose Keynote over every other program when they need to make a presentation.

Keynote presentations look great

It's that simple. Presentations made with Keynote look really good. It's easy to achieve a very professional and unique looking presentation that is bound to keep your audience engaged and impressed. And that's what really matters. Apple has always been on top of their game when it comes to the design and looks. Both when it comes to their products and software. Keynote is no exception. You can always find lots of amazing Keynote templates and many have built-in layouts into themes. Knocking out two birds with one stone? That has to be good. Oh, and animations are a breeze with Keynote. There is no other software that does animations better than this one.

Oh the templates

Visual appeal is oftentimes what matters the most. Well, compared to other programs, Keynote takes pride in its elegant and sleek templates. On top of that, you can find tons of cool templates online. Are you a businessman? You need to impress

your office and convince your boss to make your idea reality? There are some great business templates that you can always alter according to your preferences. Do you want to start your own company? No problem, use a pitch deck template. It’s all about simplicity and clarity. Keynote does that really good, too. Long story short, there are numerous categories of templates, ranging from business, marketing and sales all the way to the old-school look with vintage templates. You name it, the Internet has it!

Export is easy

Let’s put all the style aside and take some time to talk about the interface. To be more precise, let’s talk about the program’s easy export of presentations. Do you want your presentation to be a simple slide show? No problem. Do you want it to be a video clip? Easy, peasy! The program can export presentations as QuickTime files for simple YouTube conversion. Also, the program offers easy sound, image and video integration. Now you can enjoy your own presentation online and the others can do that too. The choice is yours and you are in control.

Integration

Even though this program does not integrate well with other programs of the kind, it does offer seamless integration with iPads, iPods and iPhones. For example, you’ve been working a lot and you’ve just made a presentation that you need to use tomorrow at a conference or meeting. You want to impress everyone and you know that’s not easy. You get up, put on some smart clothes and go off. And somewhere into your commute you realize that you’ve forgotten your Mac. Fortunately, you’ve been smart enough to export the presentation and transfer it to your other Apple devices. Now you don’t have to worry about a thing since your phone can also be the source. On top of that, editing is really easy too. If you need to make a quick change, you won’t have a problem.

Keynote Live feature

Apple has introduced this feature in their recent update and it’s a true delight. Keynote Live allows you to invite other people who are not in the same place as you are to watch your presentation in real time. You don’t even need a projector or something like that. You just need a Mac, iPad, iPhone or the web. With this feature you can play your presentations over the internet and other people will be able to see it in real-time on any device wherever they get online. Some of your colleagues can’t make it to the meeting? No problem, they can still use this feature and watch your presentations from any location. If your company has remote workers, it’s easy for them both to watch presentations and to present them themselves.

Conclusion

Keynote took advantage of the new programming techniques and UI styles to reshape presentations. Apple examined the old approaches and came up with something new and unique. Also, people who are using Macs (and Apple’s devices in general) enjoy new hardware capabilities to the fullest extent. It’s a win-win situation both for you and your boss, teacher, employees, etc. This program is always at least one step ahead over its rivals.

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