hyperceive: *"Make it a site with sound"*

hyperceive from INSIGMA Technologies is a revolutionary audio authoring package created specifically for the Internet. It aims to bring sound to the millions of Internet sites that are now silent, sound that can be heard on PCs throughout the world. It has been created by end users for end users. Here are 10 things you ought to know about this crucial technology.

1. **hyperceive** has been developed from the ground up as an Internet application.

2. **hyperceive** is able to download and playback simultaneously.

3. **hyperceive** makes optimal use of available bandwidth.

4. **hyperceive** manages the flow of data to ensure continuous audio.

5. **hyperceive** is <u>not</u> a streaming audio technology.

6. **hyperceive** works without the end-user having to download plug-ins.

7. **hyperceive** is written in Java and will work with any Java-enabled browser.

8. **hyperceive** does <u>not</u> require any special server software.

9. **hyperceive** will work with any sound card.

10. **hyperceive** will continue to play even if the connection is slow.

In short, **hyperceive** is a <u>genuine mass access audio solution</u> for PCs. It is designed for people who make websites - from enthusiasts with personal homepages through to corporations and Web design houses. Sound can enhance the Internet in many ways. Companies can speak to their clients and their staff - in any language. Advertisers can more effectively brand their products on the web by using the music from a TV or radio campaign, for example. Audio can add atmosphere to a site, and personalise it. It can help in navigation, encourage people to stay longer - and to come back. Sound transforms the Web, making it more effective, more interesting and more fun.

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