The Evolution of

The Evolution of HyperStudio

- **#1 Selling Multimedia Program in K-12 Education**
- **2001 Codie Award: Best Elementary Education Software**
- **Teacher and Student Favorite**
- **Most Referenced product in ISTE's publications**
- **Why ?**

HyperStudio is the first:

- **Multimedia Authoring program designed for classroom**

- **To support text, sound, graphics, video, and animation in integrated package**

- **To provide integrated programming environment (HyperLogo)**

HyperStudio is the first:

- **To provide compatibility across Macintosh, Windows and the Internet**
- **To comprehensively meet K-12 Educational Technology Standards**

Roger Wagner Publishing: Branding

- **Vision: Creative Educational Multimedia Publishing**
- **1st Multimedia Program (Apple IIe)**
- **Superior Evangelist Program**

  Roger Wagner, HyperFest, HyperWeekend, User Groups
- **Creativity from blank page**

Roger Wagner Publishing: Branding (Continued)

- **Integrated Multimedia Functions**
- **Cross Platform (Apple, Macintosh and Windows)**
- **Compatible with latest technologies**

Roger Wagner Publishing: Releases

- **Original Version (Late 80's)**
  - **Apple IIe**
  - **Apple IIGs**
- **Version 3.0 (Mid 90's)**
  - **Cross Platform: Macintosh, Windows 3.0 and Windows 95**
  - **One CD per platform**

Knowledge Adventure: School Division

- **Version 3.3 (Macintosh and Windows 3.1/95)**
- **Version 4.0 (Macintosh and Windows 95 and higher)**
- **One hybrid CD for all platforms**

Knowledge Adventure: Branding

- **Featured Product in Tools Product Line**
  - **HyperStudio, Multimedia Workshop, KidWorks, Cruncher**
- **Curriculum based**
- **Critical thinking for students of all ages**
- **More than a presentation tool (PowerPoint)**
- **Easy for teachers to learn and use**
- **Teacher-based documentation (4 User Guides)**

Evolution of Marketing Materials

- **Spring 1999**
  - **HyperStudio 3 Roger *Wagner***
- **Spring 2000**
  - **HyperStudio 3.3 *Knowledge Adventure***
- **Fall 2000**
  - **HyperStudio 4.0 Havas *Interactive***

Product Demo

- **Home Stack: Discover, Learn, Excel**
- **Projects: Teachers and Students**
- **New Features**
- **Media Library**
- **Sample Stacks**

Vivendi Universal

- **Version 5.0 Next Generation Features**

Decision Making Process

- **Setting the Vision**
  - **Advisory Panels**
  - **Marketing Surveys**
- **Marketing Requirements**
  - **4.0 Programming Changes**
  - **4.0 Documentation**
- **Approval of Specifications**
  - **5.0 Phase 0**

Product Development

- **Production**
- **Beta Testing**
- **Release**