

## Presentation Products

### Type Me

At the very least, no matter how you feel about what you've written, the professional look of words on paper provides a sense of satisfaction. Here are two new products, one for the small things, one for the large, that will enhance the look of the words you produce.

#### What's in a label?

Need nametags for new trainees? Looking for a way to label your video library clearly? Want quick headlines for your transparencies? For such tasks, Kroy has developed a portable labeling system, the DuraType 200. The 31-ounce, battery-powered unit has a built-in,



high-resolution printer that produces 1/2-inch-wide strips of black, red, blue, or gold lettering on clear, white, or black tape.

The lettering is protected. Instead of printing on the outside of the tape, the DuraType 200 prints on the middle of three layers of transparent or opaque film; while the tape is in the unit, a transparent layer covers the front, an adhesive tape covers the back, and you have a ready-to-apply label.

To operate the DuraType 200, you turn the type dial until the letter you want appears on the LCD read-out and then press the "enter" button. Option keys allow you to preview and edit your text, to choose different point sizes, and to use bold-

face, outlined, shadowed, and vertical lettering. The standard typestyle for the unit is Helvetica, but other font cartridges are available.

The thermal printer generates up to 12 characters per second on tape from a drop-in cartridge containing 300 inches of DuraTape. To change tape color, you switch cartridges.

Kroy's DuraType 200 costs \$229. For more information, contact Kroy, Inc., 14555 North Hayden Road, Scottsdale, AZ 85260; 602/948-2222. *Circle No. 196 on Reader Service Card.*

#### It looks like a typewriter

The Typestyler by Varitronic Systems is designed to bridge the gap between typewriting and typesetting. The unit looks like an electronic typewriter but can generate pages of color text in up to 25 typestyles in sizes ranging from six to 36 point. It can print directly onto transparencies and can help the trainer generate a wide variety of educational tools.



Some of the Typestyler's features include a 5,000-character internal memory, automatic letter- and line-spacing, typical word-processing functions such as centering and word-wrapping, and an optional spell-checker.

The unit uses thermal-transfer printing technology, weighs less than 25 pounds, and can be operated by anyone who knows

how to use a typewriter. It costs \$2,995. For more information, contact Varitronic Systems, Inc., 300 Interchange Tower, 600 South Country Road 18, Minneapolis, MN 55426; 612/542-1500.

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### Video Boulevard

Here are three videos, each having something to do with leadership.

#### He's ba-ack . . .

It seems that Tom Peters comes out with a book every other day, and a video every third day. His newest video, *The Shape of the Winner* (released by Video Publishing House) is in the same vein as his



others but addresses such new subjects as electronic information exchange and international trade.

The tape was made in November 1988 during the *Inc.* Conference on Growing Businesses, held in Boston. Peters tells those at the conference that they have experienced high growth and impressive success because they "caught someone napping." He cautions them that to remain on the cutting edge, they must infuse their organizations with the traits that characterize new and emerging winners. They must

- make their organizations flatter;
- be internationalists and technology pioneers;

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- add value through people;
- be quality and service fanatics.

*The Shape of the Winner* is available for purchase (\$495), rental (\$200), and preview (\$50). For more information, contact Video Publishing House, Inc., 1011 East Touhy Avenue, Suite 580, Des Plaines, IL 60018; 800/824-8889 (in Illinois, 312/827-1191).  
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### Every person a leader

*Everyone Can Be a Leader*, released by Salenger Films, is designed to debunk the myth that only one person in a group can orchestrate. The film stresses that everyone can take initiative to solve problems and that leadership is a set of skills that can be learned. The skills may be divided into three groups:

- taking on challenges;
- solving problems through communication;
- showing commitment to good ideas.

The video has a documentary approach. It shows nonmanagerial people and groups as they assume leadership roles: secretaries presenting research for new copying machines, loan consultants resolving ways to expedite paperwork, tin-mill workers developing a plan to protect delicate electronic gear, and others. The video demonstrates that those employees are experts in their areas and that when they work together with management, they can create top results.

The video is available in VHS for purchase (\$495), rental (\$135), and preview (\$40). For more information, contact Salenger Films, Inc., 1635 12th Street, Santa Monica, CA 90404; 213/450-1300.  
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### Score!

You've seen him on the cover of *GQ*, your heart has raced as he

has paced the sidelines in the L.A. Forum, and you're in awe at the fact that his hair does not move. But did you know that Pat Riley, head coach of the NBA world champion Los Angeles Lakers, has a team-building film?

Well, he does, and it's called *Teamwork with Pat Riley*, released by Barr Films. To strengthen management and leadership skills in business, Riley demonstrates ways to implement the basic principles of his philosophy, including

- directing competitive drives outward rather than inward;
- building long-term winning patterns;
- motivating each employee based on his or her unique contribution to the company.

*Teamwork with Pat Riley* is available in 16mm film or VHS and costs \$595. For more information, contact Barr Films, 12801 Schabarum Avenue, Box 7878, Irwindale, CA 91706-7878; 818/338-7878.

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### Write What You Say

The most important use of video is to show what is being done, to reinforce, by means of imagery, what can be said. But that reinforcement is for naught if the viewer has a hearing disability or does not understand English well.

Captions Unlimited provides captioning of VHS tapes for hearing-impaired workers or for those for whom English is a second language. For the hearing-impaired, the captioning allows them to keep their full attention on a training film; for those who need visual reinforcement of the language, reading the captions and hearing the message at once will help with their understanding and retention of information.

Captions Unlimited makes a copy of your training video and places the captions according to the audio. There is no need for special decoding equipment, and you can replay the tape as often as you would any other tape.

For more information on the process and the cost, contact Captions Unlimited, 2424 Magog Road, Palmyra, NY 14522; 315/597-6097.  
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*"Presentation Products" is compiled and written by Eric R. Blume. Send items of interest to Presentation Products, Training & Development Journal, 1630 Duke Street, Box 1443, Alexandria, VA 22313.*

### What's New in Union Avoidance Training?

Invigorate your training with:

#### Supervisors Can Keep You Union-Free

A powerful new videotape training program:

- Five tapes!
- Three hours fifteen minutes!
- 150-page Training Manual
- Professional actors!

This state-of-the-art "Michelin Guide" to union prevention is a dramatic, new approach to in-house instruction on unions.

Co-produced by one of the country's leading labor lawyers, the tapes and step-by-step Training Manual can be used as a:

- general training course for front line supervisors
- crash program if the union knocks

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