



INTRODUCTION TO SMARTDRAW 6

FOR BUSINESS CHARTS AND DIAGRAMS

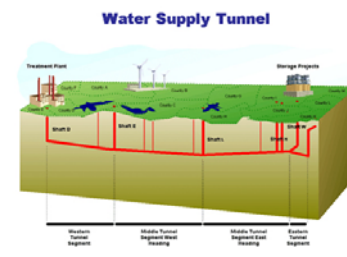
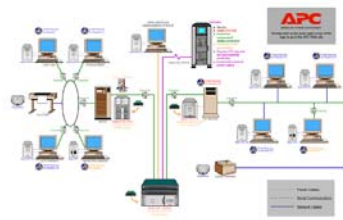
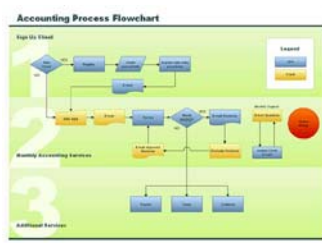
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Overview of SmartDraw 6

What is SmartDraw?

SmartDraw is the easy-to-use Windows software for creating business diagrams, technical drawings, and business documents. SmartDraw requires no artistic talent—users simply drag and drop ready-made graphic elements to create professional-looking diagrams quickly and easily.



SmartDraw competes with products like Microsoft Visio, but SmartDraw is specifically aimed at users who do not have the time or the need to learn such complex programs. SmartDraw is easier to learn, easier to use, and easier to afford than competing products—and it produces better-looking results.

SmartDraw offers complete business graphics *solutions*—integrated sets of symbols, templates, instructions, and tutorials—for many standard business problems, including: Business Process Management, Software Design, Network Design, and more. With SmartDraw, anyone can:

- Illustrate a report
- Analyze a process
- Make a presentation
- Persuade others
- Document procedures
- Communicate clearly
- Help others “see what you mean”

In addition to pre-packaged solutions, SmartDraw offers over 50,000 ready-made symbols and templates for creating all kinds of business charts and diagrams. SmartDraw’s symbols are logically categorized and organized into *libraries*.



Symbols are logically organized into libraries

Users can simply drag symbols from floating library windows and drop them into drawings, where they can be quickly resized, positioned, re-colored, or linked to other symbols.

To help even the most graphically-challenged user look like a professional, SmartDraw can automatically align and arrange objects in drawings, and it can apply beautiful, ready-made color schemes to an entire drawing with a single mouse-click.

Summary of Benefits

When the bottom line is return-on-investment, no other software compares to SmartDraw:

- **Easy to Use** – With its intuitive interface, easy “drag and drop” drawing, and over 50,000 ready-made symbols and templates, SmartDraw allows users to start producing professional-looking diagrams within minutes. One SmartDraw user called it “instant productivity.”
- **Complete Solutions** – SmartDraw provides complete business graphics *solutions*—integrated sets of symbols, templates, instructions, and tutorials—for many standard business problems, such as Business Process Management, Software Design, Network Design, and more. At the same time, it provides the versatility to create nearly *any* kind of business diagram. It’s the one-stop solution for all business graphics needs.
- **Easy to Own** – With its famous “Zero learning curve,” affordable price, free technical support, and seamless integration with Microsoft Office, SmartDraw is easy to integrate into any organization.

Recognition and Awards

Since its introduction in 1994, SmartDraw has received raves from both users and critics, and it has won new awards almost every year. Reviewed three times by PC magazine, SmartDraw consistently wins high praise from its writers:

"Simple elegance...a delight." — PC Magazine

"An exceptionally well-furnished and transparently simple diagramming program." — PC Magazine

SmartDraw.com's many awards include:

People's Choice Award	2003 — SIAF
Technology Fast 50	2003 — Deloitte & Touche
Inc 500	2002 — Inc Magazine
Technology Fast 50	2002 — Deloitte & Touche
Best Business Program	2002 — SIAF
People's Choice Award	2001 — SIAF/CNET "Most Votes"
Smart Choice Award	2001 — Smart Computing Magazine
Best Business Program	2000 — PC Magazine/SIAF
Best Business Program	1997 — SIAF
Best Business Program	1996 — PC Magazine/SIAF
Best Graphics Programs	1995 — SIAF

About SmartDraw.com

SmartDraw.com, the leading provider of easy-to-use business graphics software, draws more than 2 million visitors each month, putting it in the top 0.1% of most visited websites on the Internet. Founded in 1994, and recognized by Inc Magazine as one of the fastest growing companies in America, SmartDraw.com offers three products to boost business productivity: the flagship *SmartDraw* program for creating business diagrams; *SmartDraw Photo* for managing digital images; and *VisualScript XML* for visually developing XML. Privately held by its founders and employees, with no debt and no outside funding, SmartDraw.com continues to enjoy a rocketing annual growth rate and a profitable bottom line. For more information, please visit www.smartdraw.com.

The SmartDraw 6 Product Line

SmartDraw is offered in three editions: Standard, Professional, and Professional Plus.



SmartDraw Standard

Includes over 1000 built-in symbols and templates for creating basic business charts and diagrams on a budget.



SmartDraw Professional

It includes all of the features of SmartDraw Standard, plus: freeform drawing, layers, gradients, spelling checker in 9 languages, advanced import and export filters, OLE client, full integration with MS Office, and more. Includes the user's choice of one add-on symbol collection.



SmartDraw Professional Plus

The flagship edition includes all the features of SmartDraw Professional, PLUS all eleven add-on symbol collections containing more than 50,000 symbols and templates for all kinds of business diagrams.

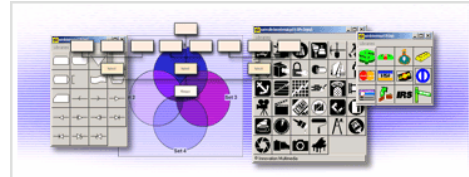
Feature Comparison Chart



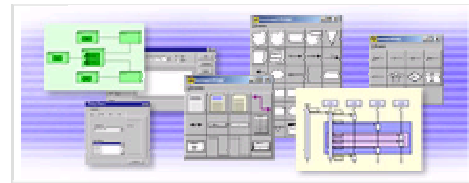
Features	SmartDraw Professional Plus	SmartDraw Professional	SmartDraw Standard
Standard Features	✓	✓	✓
Standard Symbols	✓	✓	✓
Spelling Checker	✓	✓	
Advanced Import/Export	✓	✓	
Freeform Drawing	✓	✓	
Gradient Fills	✓	✓	
Find & Replace Text	✓	✓	
OLE Client Support	✓	✓	
MS Office Companion	✓	✓	
Add-On Collections			
<i>Any One Collection</i>		✓	
Business & Charting	✓		
Clip Art	✓		
Electrical Engineering	✓		
Floor Plans & Facilities	✓		
Life & Leisure	✓		
Maps & Geography	✓		
Mechanical Engineering	✓		
Medical & Anatomy	✓		
Network Design	✓		
Science & Math	✓		
Software Design	✓		

SmartDraw Add-on Symbol Collections

- **Business & Charting:** Includes over 1500 add-on symbols and templates for flowcharts, org charts, graphs, forms, calendars, presentations, and more.



- **Software Design:** Includes design elements for GUI, web sites, and Windows dialogs, plus all the latest symbologies, such as UML, Nassi-Shneiderman, and more.



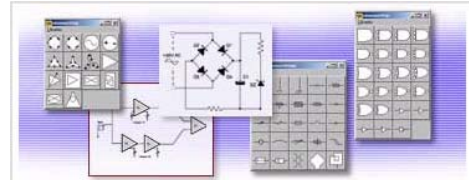
- **Network Design:** Includes over 700 stylized symbols for conceptual network design, plus over 2200 detailed images of vendor-specific equipment for diagramming computer and telecom networks.



- **Floor Plans & Facilities:** Includes hundreds of scaled symbols for floor plans, systems furniture, HVAC, plumbing, wiring, security, landscaping and more.



- **Electrical Engineering:** Includes over 2100 IEEE and IEC standard symbols, plus examples and special libraries for construction, automobile wiring, cable TV and more.



- **Mechanical Engineering:** Includes add-on symbols for piping, welding, and process engineering, plus precision CAD drawings of tools, machines, and fasteners.



- **Science and Math:** Includes hundreds of symbols and templates for chemistry, biology, astronomy, physics, mathematics, and more.



- **Clipart & Flyers:** Includes over 8000 add-on clip art images and templates for flyers, posters, signs, certificates, presentations, and more.



- **Maps & Geography:** Includes international maps and flags as well as US Zip Codes, counties, congressional districts, highways, and more.



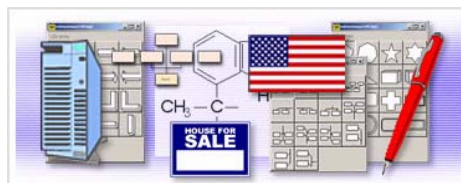
- **Medical & Anatomy:** Includes over 3800 add-on clip art images, including emergency, medicine, nursing, pediatrics, and beautifully detailed anatomical images.



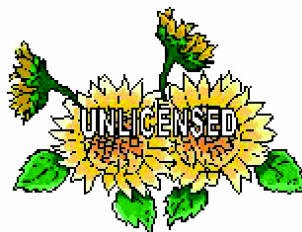
- **Life & Leisure:** Includes more than 7500 life and leisure images and templates for flyers, cards, invitations, music, sports, recipes, and more.



- **The Standard Collection:** The Standard Collection includes over 1000 basic symbols and templates selected from the other collections for the most common types of drawing and charting.



All symbols and templates in the add-on collections are available for download from www.smartdraw.com. Regardless of the edition of SmartDraw, users may search for, download, and install any symbols or templates that may be of interest. However, if a user installs symbols that they did not purchase, an unlicensed watermark will appear.



For example, if a user purchased the Standard edition and decides to download and try out specialized symbols only available with SmartDraw Professional, unlicensed watermarks will display on the trial symbols.

This proprietary technology allows users to sample other symbol collections, and even try the symbols in their drawings, before deciding to purchase them. Once purchased, all watermarks in existing drawings are removed automatically.

The Trial Edition

SmartDraw offers a free 30-day trial, configurable to any edition, to allow users to try Standard, Professional or Professional Plus with no obligation. Once the 30-day trial expires, users can purchase and download a licensed copy from www.smartdraw.com and continue using the software immediately.

Product Positioning

SmartDraw is aimed at *non*-graphics professionals who need to create high-quality business diagrams quickly and easily.

SmartDraw competes with other vector-based business diagramming programs like Visio and Micrografx Flowcharter. It does not compete with “art” software, such as PhotoShop, or with freehand illustration packages like Corel Draw or Adobe Illustrator, or with highly technical drawing software like AutoCAD (although it does serve the light-CAD market).

Most users become familiar with SmartDraw by downloading the free trial version from the web. This means that SmartDraw must be *immediately usable*, with no manual, no training, and almost no learning curve.

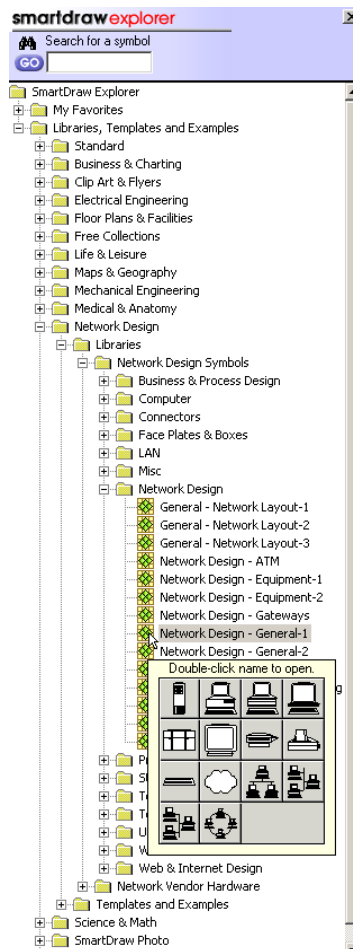
SmartDraw’s design emphasis, therefore, is on ease-of-use. The intuitive user interface follows standard Windows conventions. *New User Hints* pop up when a user tries something new or makes a mistake. (These can be switched off once a user feels confident with the program.) Context-sensitive *Advisors* appear to explain the uses of newly opened templates. All versions of SmartDraw come with extensive on-line help and other learning aides like *Tool Tips*, which show the meaning of toolbar buttons when the mouse hovers over them. And finally, the SmartDraw.com website offers hundreds of pages of expert-written tutorials that teach users how to actually *create* business diagrams, from basic flowcharts to the most esoteric software design schematics.

First and foremost, however, SmartDraw simply makes it *easy to draw*. A look at some key features will help illustrate how.

Key Features

▪ SmartDraw Explorer

The 50,000 symbols and templates are organized for easy access in the SmartDraw Explorer, which has a familiar Windows look and feel. Easy keyword searching means the right symbols are always at the user's fingertips.



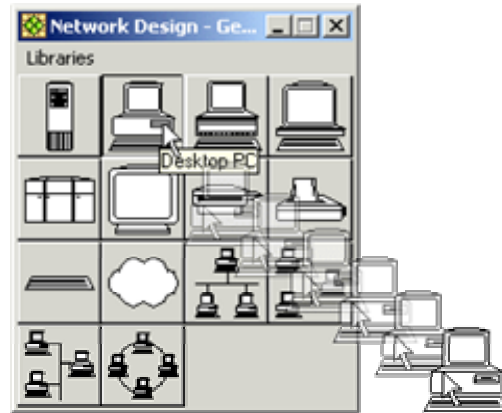
SmartDraw Explorer with symbol preview

Previews

The complete collection of SmartDraw 6 symbols and templates would occupy over 1.5 GB of disk space if fully installed, but thanks to SmartDraw's patented install-on-demand technology, users can preview content in small preview panes and install just the components they need.

▪ Drag and Drop Drawing

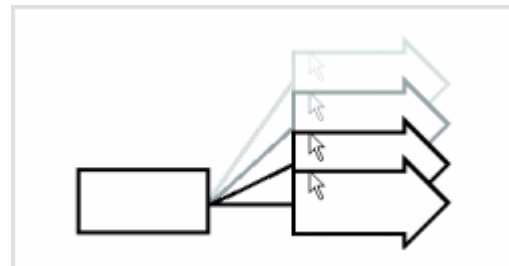
Adding shapes, lines, and objects to a drawing is as simple as drag-and-drop. Simply click on the object (on a toolbar or in a floating library window) and drag it to the page. Once dropped, it remains selected for immediate editing or resizing.



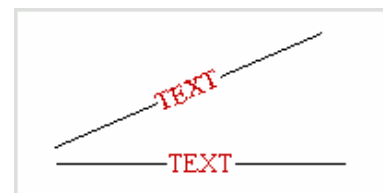
▪ Smart Lines

Lines drawn from the edge of one shape to the edge of another stay connected, even if the shapes are moved or resized. This is indispensable for creating flowcharts and similar diagrams.

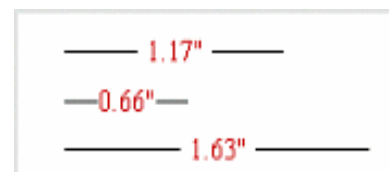
To illustrate any specialized business chart, users can choose from 23 different arrowhead styles, including circles, crows feet, diamonds, and other flowcharting styles.



Users can also attach text to lines so that the text will rotate and move with the line.

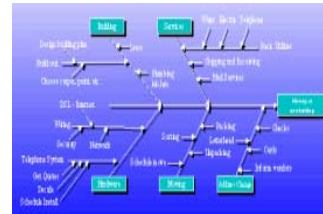
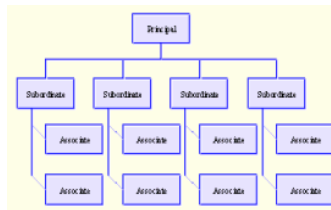
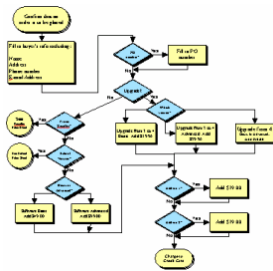


Lines can automatically display their length for use in floor plans and other dimensioned drawings.

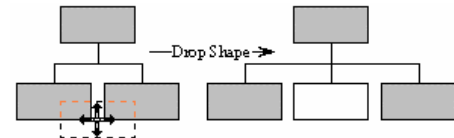


▪ **Automatic Connectors for Org Charts and More**

SmartDraw's "intelligent" Automatic Connectors organize shapes into regular arrangements, for creating organizational charts, fishbone diagrams, network diagrams, and more.

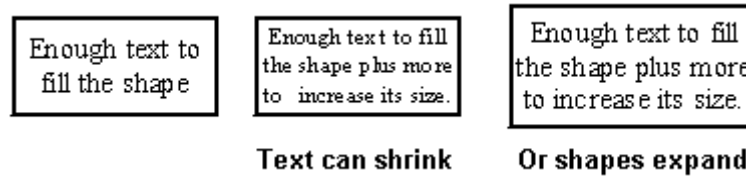


The *Connector* is a special type of line that automatically arranges several shapes in evenly spaced patterns. As users drag shapes to the connector, the connector line automatically expands to accommodate the new shapes.



▪ **Easy Text Entry**

SmartDraw makes it easy to add text to any shape. Users can just select the shape by clicking on it and start typing. The text flows and wraps inside the shape like the text on a page in a word processor. Once the shape becomes full of text, the text shrinks—or the shape grows, depending on the user's preference—to accommodate more text. Normally shapes grow proportionally (but users can also choose other behaviors). The text and the shape remain tightly bound so the text never spills outside.



Users can edit the text inside a shape by simply double-clicking on it to open a text editing session. Text can be cut, copied, and pasted. Its typeface and color can be changed on a character-by-character basis. All text editing is fully WYSIWYG. Different paragraphs within a shape can have different justifications, just as in a word processor. Automatic bulleted text is also supported.

With the Professional or Professional Plus versions of SmartDraw, users can also automatically check spelling as they type and add words to their custom dictionary.

▪ Automatic Alignment and Sizing

SmartDraw provides a number of features that make it easy to draw crisp and clean diagrams:

- The *Snap-to-Grid* positions objects along a matrix of invisible lines for perfect alignment. The size of objects also follows the grid snaps, making it easy to create shapes and lines identical in size.

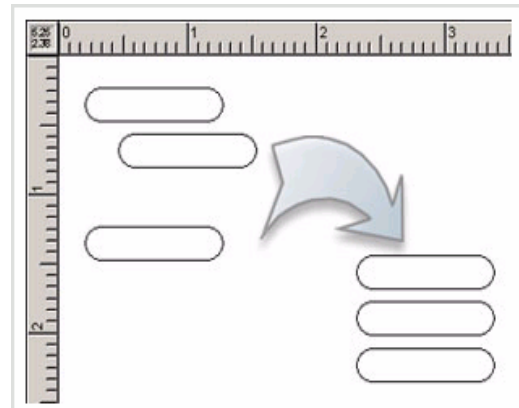
- The *Align* command aligns all selected objects with a chosen object.

- The *Make Same Size* command re-sizes all selected objects to be the same width or height as a chosen object.

- The *Space Evenly* command arranges all selected objects the same distance apart.

- The *Center Drawing on Page* command centers the entire drawing on one or more pages.

- The *Print on One Page* and *Scale Up to Fit Page* commands format drawings for print by scaling and centering to fit or fill a page.



- The position of an object can be precisely adjusted, one pixel at a time, by using the arrow keys. Holding the shift key down while doing this causes the object to grow or shrink, one pixel at a time.

▪ Tables

Tables are particularly useful for creating timelines, organizational charts, Gantt charts, software diagrams, and business forms.

Normally, text entered into a SmartDraw shape occupies a single text entry area that fills the shape. However, SmartDraw also supports *Tables*, or multiple text entry areas within the same shape.

Normal Shape	Table		
One entry area	Entry Area 1	Entry Area 2	Entry Area 3
	Entry Area 4	etc.....	

Each text entry area (or *cell*) acts like a separate shape as far as text entry is concerned. Each cell has its own text alignment and background color, and the text inside shrinks or grows independently of other cells. The boundaries of the cells are like the borders of shapes. They can have their own thickness, color and pattern, or they can be completely hidden. Columns may differ in width and rows may differ in height. Column arrangements may differ among rows and cells may span more than one row.

Some examples of Business Forms, Timelines, and Gantt charts using tables appear below.



▪ Customize SmartDraw

Even though SmartDraw is the most versatile drawing program in the world, with over 50,000 symbols and templates for all kinds of diagrams, it also allows businesses to create specialized drawings using their own proprietary symbols and graphics.

Users can quickly customize the program to fit their unique business needs:

- Create their own libraries of symbols
- Edit existing symbols
- Import symbols from other software
- Export and import images in popular graphics formats including, WMF, BMP, JPG, GIF, TIF, and many others
- Draw their own freehand symbols
- Create their own templates
- Create pop-up advisors to help other users
- Create new drawing types

▪ Large Drawing Area

SmartDraw is one of the few drawing programs that provides a drawing area measuring 50 inches square (1.27m), allowing users to automatically tile large drawings across multiple printed pages, or print large drawings to devices such as plotters.

▪ Print Huge Posters

With just a mouse click users can scale any drawing to print at virtually any size. From a large format printer, even an 8 by 10 drawing can print out on a 72 by 48 inch poster sheet, making SmartDraw an ideal tool for creating posters, signs, and visual aids for presentations.



■ Styles and Presentation Effects

SmartDraw makes it easy to achieve a perfect finish by supplying dozens of rich, ready-made, professional color schemes.

With a single mouse click, users can apply a color scheme to an entire drawing, instantly coordinating lines, shapes, borders, fills, text, tables, and even the drawing background. Users can even define their own custom styles.

In addition, the *Format Painter* command allows users to save time by capturing the style from any object in their drawing and applying it to others with just one mouse-click.

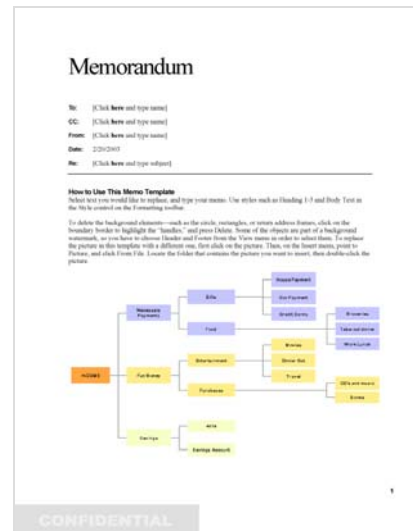
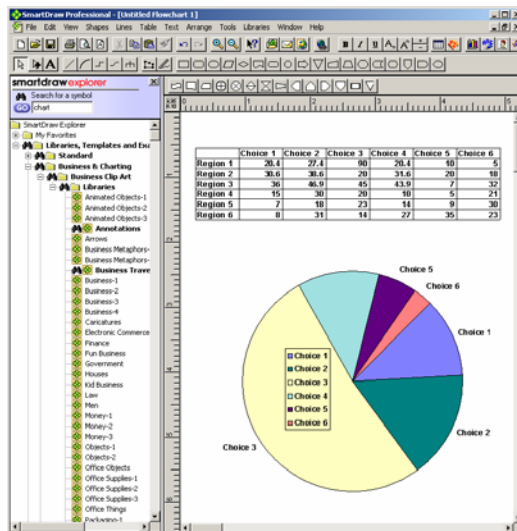
With SmartDraw, even the most artistically-challenged user can look like a graphics professional.

Intersystem View of Financial Accounting Process



■ Integration with Microsoft Office

SmartDraw is fully compatible with Microsoft Office. SmartDraw diagrams can be pasted into Word, Excel, PowerPoint and other Office applications, where they behave as "live" OLE objects. And Office documents, charts, spreadsheets, or graphs can likewise be pasted "live" into SmartDraw.



Copy and Paste from SmartDraw to Office and vice versa

▪ **Free Viewer**

With SmartDraw it's easy to share diagrams with co-workers and clients. Simply ask them to download the free SmartDraw Viewer to see or print SmartDraw drawings.

▪ **Free Personal Web Space for Sharing Documents**

Each SmartDraw owner gets a free, personal web space for sharing drawings with friends, colleagues, and clients. The built-in web publishing is easy and automatic, requiring just a few mouse clicks. Any hyperlinks in the published drawing become working hyperlinks on the web—and interlinked pages become interlinked web sites. Users can also export a drawing to HTML, creating a folder on their hard disk with all necessary files, and upload the files to any website.



Information on the Web

For more information on SmartDraw 6 please visit www.smartdraw.com. See the links below for specific areas of interest.

Download - Free trial copy of SmartDraw

<http://www.smartdraw.com/downloads/download.asp>

Purchase SmartDraw – Buy online or through other methods

<http://www.smartdraw.com/buy/>

The Collections - Review and download the SmartDraw Collections

<http://www.smartdraw.com/resources/collections/index.htm>

Cool Examples - See examples of drawings from real users

<http://www.smartdraw.com/resources/examples/smartdraw.htm>

Learning Centers - Step-by-step tutorials for all kinds of business diagrams

<http://www.smartdraw.com/resources/centers/index.htm>

About SmartDrawNet - Take a tour of the free personal web space

<http://www.smartdraw.com/net/default.asp>

SmartDraw User's Guide - Download the complete user's guide

<http://www.smartdraw.com/support/manual.htm>

Workgroup Licensing - SmartDraw for workgroups

<http://www.smartdraw.com/enterprise/workgroup.htm>

SmartDraw vs. Visio - See how they compare

<http://www.smartdraw.com/enterprise/visio.htm>

SmartDraw vs. Flowcharter - See how they compare

<http://www.smartdraw.com/enterprise/flowcharter.htm>

About SmartDraw.com - Read customer testimonials, press releases and newsletters

<http://www.smartdraw.com/about/index.htm>