

The Vertical World of Business

Our eyes have been trained to scan things vertically much more efficiently than horizontally. Most everything published today, regardless of the medium, is done in portrait mode. Whether it's your morning newspaper, your favorite magazine, printed daily reports, email messages, or even the daily news bulletins in your web browser – they are all in portrait mode. The reason? It's more efficient for reading, comprehending, and remembering. Can you imagine The Wall Street Journal in landscape orientation? Enough said.

Just as it is with published material, business software applications are much more engaging and practical when used in portrait orientation. Pivot® screen rotation software lets the average computer software application be more efficient because it is no longer cut off “to fit your TV screen” in landscape mode. On one hand, that's where computer monitors got their start, from TVs. On the other hand, computer software applications have been designed to mirror normal office functions; typing a letter, filling out a form, reading messages and reports, filing documents...and the list continues. Pivot transforms the computer display from a TV-like device to a useful tool to make computing measurably more productive. At the click of a button, a user is able to change the screen from landscape to portrait, so when they rotate their display the application is oriented correctly.

Improved User Efficiency

Pivot software is enabling users to take advantage of a computer's capacity to process without encumbering the individual with extra tasks. The average office worker using a 15-inch or even a 17-inch computer screen can spend as much as 20% to 25% of their time doing extra tasks to accomplish their work. These are extra tasks like scrolling the application window, resizing

windows, moving windows around the screen in order to view other application windows, toggling between windows when cutting and pasting information, all because there isn't enough room horizontally on the screen to make things fit comfortably. Some users take drastic measures and set the display resolution higher in order to get more information on the screen, which sometimes shrinks things beyond recognition and causes undue eyestrain. However, when using Pivot software to re-orient the screen into portrait mode, a user is then able to view everything at normal size and reduce unnecessary tasks resulting in improved efficiency.

More Productivity

It's more than just saving valuable time; Pivot allows users to become more productive by doing things differently. How? Think of all the times you have printed out a page to read it instead of viewing it on your screen. You get tired of going through the frustration of continually scrolling up and down because you can't see the entire page. Do you always open your messages in your email application because the window is too small? Or, how many times has something important been missed in an email message because it was buried at the bottom? When you are cutting and pasting text or objects from one application to another, do you tend to sometimes get lost toggling between windows? Have you ever noticed the Windows Explore file manager works much better the taller the window? That's because it is organized in a hierarchy that flows vertically. It works even better when your display is in portrait mode allowing direct access to more files, and less searching. Pivot opens up better ways of getting things done with most business applications because it allows users to do tasks more productively.

Where Does Pivot Make Cents (Sense)

The overwhelming majority of computer use is directly related to improving business productivity. It's all about getting more done in a shorter period of time. Pivot was designed to do just that – save time. Pivot provides advantages for many types of applications, but has the most dramatic impact on business productivity applications like word-processing, email, web browsing, forms processing and enterprise applications. For word processing and forms processing the Pivot advantage is being able to see an entire page in a single view, making document proofing, like contracts and lengthy forms, a breeze. Pivot users are able to see an extended list of emails and a larger message pane allowing them to quickly sort and prioritize messages. Enterprise applications like Supply Chain Management, Customer Relationship Management, Human Resource Management, Financial Management, Manufacturing Management as well as work-flow software, which are all database intensive, become better managed because input fields take up less space and provide more flexibility when laid out vertically. Moreover, users are more productive because the applications are easier to manage when the user can view more than one window at a time.

“WEBify” Your Display

By enabling a display to rotate from landscape to portrait, Pivot software is ideal for web browsing. When viewing most web pages in landscape mode a significant portion of the content is hidden below the bottom of the screen. In portrait, you are able to see over 20% more of a page. Reduced scrolling means less time spent waiting for more information to download and then to redraw the screen. The business user's experience is greatly enhanced when viewing web pages in portrait mode because there is less searching for information. So, whether looking up something on your favorite search engine or

checking out late breaking news on any news portal, Pivot will make it easier to find what you're looking for by saving you time. After all, time is money.

What's the Payback for Efficiency?

One of the ways efficiency may be measured is through window scrolling. Through surveys and user observations, a conservative estimate of an average user who spends as much as 6 hours at a computer each day spends approximately 20% to 25% of the time scrolling or other similar tasks. The following examples show calculated savings based on approximated computer usage:

- Administrative/Customer Service user: document writing, proofing, email, web browsing: \$15/hr, 6 hours/day, reduce scrolling by 20% = \$18/day ~ or \$396/month (22 days), savings for a single user
- Manager user: enterprise applications, email, document proofing, web browsing: \$40/hr, 6 hours/day, reduce scrolling by 20% = \$48/day ~ or \$1,056/month
- Executive user: email, report/document proofing, web browsing/news: \$70/hr, 6 hours/day, reduce scrolling by 20% = \$84/day, ~ or \$1,848/month

Other Benefits of Display Rotation

There are other less obvious uses and benefits to rotating a computer display from landscape to portrait. There are many industrial and commercial applications where Pivot provides the benefits of being able to view more useful information on a screen in a single view. Industrial tablet computers enjoy a tremendous benefit from being able to operate in a portrait orientation making their use more natural. Commercially, there are a growing number of kiosks using displays in portrait orientation because it takes up less room as well as reduces

the amount of wasted space on the screen. More companies are gravitating to the use of plasma displays for signage in various public places like retail stores and airports because they provide more flexibility for displaying information. The advantage of portrait mode is the ability to display more useful information. The next time you are waiting in line at an airport, like San Francisco International, you may notice gate information on plasma displays using Pivot software in portrait mode.

Which Markets Benefit from Pivot?

Companies with a concentration on business productivity where there are high volumes of computer-based processing of documents, forms, management systems, or transactions benefit greatly from the advantages of rotating computer displays into portrait mode using Pivot. Pivot has a strong following with computer display makers who tailor to banking, financial services, government, insurance, legal, manufacturing, medical, transportation as well as education markets. Pivot is also widely used in the Small Office/Home Office market segments.

Which Display Makers Use Pivot?

Pivot software has been in commercial use for over 10 years. There are more than 20 internationally recognized display brands representing over 60 different models currently on the market that bundle Pivot software. Some of Portrait Displays' well-known clients include NEC, NEC-Mitsubishi, Samsung, Philips, LG, ViewSonic, Iiyama, Acer, Fujitsu-Siemens, IBM, Sharp, and Hewlett-Packard.

Summary

To state Pivot's enabling capabilities for displays that rotate, one could easily say that with Pivot you get two displays in one. With the display in portrait mode, the improved user efficiency is

significant, resulting in increased business productivity. This equates to potentially higher profitability. When you need to view applications in landscape, like presentations, then Pivot's patented software provides the only way to do that on the fly, without restarting the computer. Pivot offers a more versatile computing experience for any type of user. In a survey* of Pivot users, 49% said their displays are in portrait mode most of the time and 30% of the users always have their displays in portrait mode and do not rotate. Among the users surveyed, the most frequently used applications were word processing (75%), Internet (50%), email (42%), and desktop publishing (25%). Here's what a few users have said about Pivot software:

"I use it all of the time and love it."

John F., AT&T

"I love it. I never want to be without it."

Michel M., U.C. Berkley

"Excellent! It's a fantastic solution!"

Kristine A., Telia

"Superb! How can anyone manage without it?"

John C., C4.Com

"I love this software!"

Larry H., United Bank

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* Survey conducted by John Peddie Research firm in Tiburon, California