

PhiMatrix 2009 Demo Video

Audio Script

<http://www.youtube.com/watch?v=B2Q2bdUQg3o>

Hi, this is Gary Meisner with an overview of PhiMatrix. Phi appears extensively in the human body and throughout nature, and has been used by mankind for centuries to achieve beauty and excellence in art and architecture.

Phi is still being used to achieve excellence in all aspects of design including graphic design, logo design, product design and even of fashion design. Phi is also used to analyze and predict timing and price movements in the stock market.

PhiMatrix makes it easy to apply phi it to your own work. The transparent grid overlays any other program on your desktop. It can be easily resized or moved. Many projects can be done using the basic grid shown, but you can also increase the number of lines, or change the orientation of the grid from top to bottom to left or right or use center or none.

Note that you can also click on the icons to quickly rotate through any of the program options. Fine adjustments to the grid size can be done from the control panel. You can change the color to make it easier to see against your background image, including custom colors, or change the transparency of the grid.

The menus offer options for saving images or program settings. The control panel has an advanced mode that lets you set the aspect ratio of the grid. It also has an expert mode that lets you use line ratios other than phi.

Applying the grid to your own work still gives you complete artistic and creative control, but provides a framework that can simplify the process of achieving the sense of proportion and balance that appears in nature.

So that's a quick overview of PhiMatrix. Visit PhiMatrix.com to download a free trial copy for either Windows or Mac. Thank you very much for listening.