

REVIEWS AND PUBLIC COMMENT ABOUT NOVAMIND

Innovation Tools - NovaMind 3.2 adds Vista-like ribbon toolbar

In its December 2006 newsletter, NovaMind Software Pty. Ltd. announced that it has added a Microsoft Vista-like “ribbon” toolbar to the latest Windows version (3.2) of its NovaMind mind mapping software.

In addition to this very elegant implementation (see picture above), NovaMind 3.2 for Windows offers 50 new features, including these:

- Support for multiple mind maps in a single document
- Canvas zooming, scaling and background images
- The ability to store meta-data along with your NovaMind files
- Support for multiple hyperlinks on a map branch
- Full screen editing of maps
- And much more

Visit the news page of the NovaMind website for all the details, plus numerous screen captures of the program’s new user interface. To the best of my knowledge, NovaMind is the first mind mapping software program to offer the next-generation “ribbon” toolbar, which exposes more of the program’s capabilities to users, albeit in a controlled fashion. Kudos to Gideon King and his development team for coming up with a very clean implementation of this feature!

MacWorld Sweden - NovaMind chosen Best Shareware Application of the year

“Twelve applications became “Application of the month”. Is it possible to choose a “Shareware application of the year”? Yes, but it is not easy. After a few minutes brain exercise I picked NovaMind, a mindmapping application.

That kind of application is a category that has luckily not found a standard, but sparkles around with new openings for new thoughts. NovaMind is an excellent example”. Ingemar Berg

MacLife

“NovaMind on Mac OS X is one of the best applications of its kind.”

MacCompanion

MacCompanion reviewed NovaMind v2.4.4 and gave it a thumbs-up rating of 4.5 stars out of 5. “With only a little bit of practice,

I found that it (NovaMind) supported and strengthened the idea creation process, and it does so in ways that

you can customize to

your ideas, doing the

diagramming without having to deal with

clumsy distracting diagramming interfaces”. Harry Babad

MacDirectory Review

“If you are familiar with the Mind Mapping process, then you are going to **leap for joy** when you take NovaMind for a test drive”

- this is how Mary Pyefinch starts her review of NovaMind for the MacDirectory magazine. The review discusses some of the unique features of NovaMind

like the Branch Proposal System and the Screenwriting features, and ends by saying:

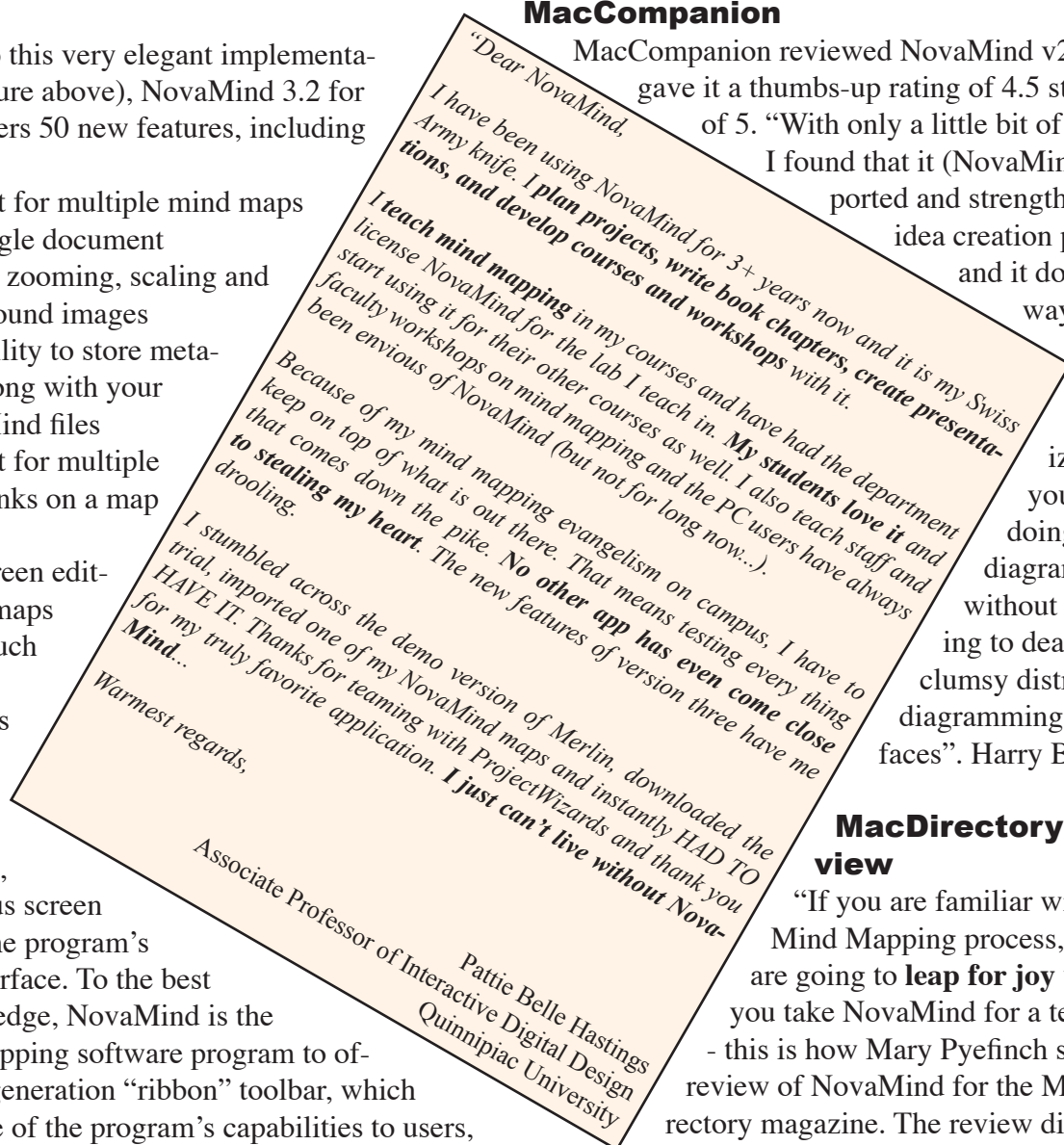
Pros: Easy, very visual, makes Mind Mapping a snap. Easy to follow documentation and tutorials. Love the screenwriting version.

Cons: None

Rating: ★★★★★

Kleper Report

NovaMind is a **highly useful application** for articulating ideas and stimulating creative thinking. The



program supports the free-flow keyboarding of content that can be flexibly arranged in a mind map format, presenting a graphic representation of a project, process, plan, organization, or other form of endeavor (including an optional module for screenwriting). The mind maps that can be created are without doubt the most graphically impressive available, providing a palette of options to suit virtually any mode of expression.

The extra-cost screenwriting module opens a **whole new way for a screenwriter to create a new work**, and block out scenes; seeing, all the while, a graphic representation of the work in progress. Writers can actually create their scripts as they fashion their work. As various elements of the script are entered, the program automatically formats the content according to standard guidelines for each element, such as scene, action, character name, dialogue, transition, shot, title, etc. This content can be exported for extrapolation in other programs, such as Word or Final Draft.

Users can represent items in the mind map in a variety of shapes; import graphics in a variety of file formats; highlight branches with adornments, which are color icons provided in dozens of categories; extend major listings with lines, ovals, rectangles, rounded-rectangle branch shapes or with the use of FlexiBranch(R), a patented system in which the branch entry can be manipulated on a Bezier curve.

A unique feature of the program is the Branch Proposal System (BPS) which displays a list of suggested words and phrases that relate to the selected branch. The listing is useful for prompting connections and associations that might not be otherwise considered. The listing of words includes definitions that can also be added as a part of the Nova-

Mind document. **This brainstorming process is invaluable**, and makes the program a **true bargain for any creative professional.**

The program has both an outline view and a diagram view.

Changes made in either view, appear in the other, and both windows can be kept open at the same time. The user

can easily reorder any entry and rearrange the map or outline quickly and effortlessly. The mind maps can be exported in a wide variety of forms, including PowerPoint, Keynote, and PDF.

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"Today I purchased NovaMind and it marks the beginning of a new life for me. Your software has changed my life in ways I can't even begin to describe. In fact, I'm going to write about this in a book I am currently working on which has to do with understanding and overcoming attentional problems. I also will recommend this to the many psychologists and psychiatrists that I work with who treat children and adults with these life debilitating attentional disorders. I did discover mind mapping about 9 months ago after I was diagnosed with ADD. However I just was not able to bond with the program I was using at the time. I tried a couple of others but they didn't do much for me either. In December I finally made the switch to the Mac platform and that was certainly a liberating experience. For some reason, several days ago I decided to search again for Mac OS mind mapping programs and that's when I discovered NovaMind. I downloaded the trial and I knew right away that this was "the one". It is my opinion that your software design and concept ranks among the most brilliant pieces of work I have ever seen. The one suggestion I would offer is to have more tutorials like the one video you have about tasks and resources. For me, video instruction makes a big difference in my ability to quickly learn things. I would like to "master" your program quickly because it is so important for my work and life..."

Best regards,
Tom C

I love this program...My life is changed -- I can throw out all my ADD brain has in it and then focus on the branch I need to. The relationships become clear in my mind and the thoughts get untangled.

I spoke to the student bodies of two schools this week. The first talk I prepped my usual way...outlined notes in Word. Took most of an evening and I was tied to a 12 page annotated outline. The second in Novamind took about 30 minutes to prep, and I did a 40 minute teaching from one sheet of paper and did not miss a bit of it (and did not run too long down the rabbit trails because I could see how much more I needed to talk about.)

The spatial/visual properties of NM made me a better speaker, and I don't even know how to use all the features yet.

Scott Wilcher: USA.

Alaskan Apple Users Group

Mary Rydesky: "NovaMind exhibits a **deep understanding** of the mind-mapping concept and puts the Mac twist on it by offering logical icons, drag and drop manipulation, and quick-to-learn shortcuts. It took me about **ten minutes** from downloading

and registering my software to having a map of six phases related to a complex project I am currently managing. I quickly learned how to add graphics and how to export my creation in numerous forms. Not only was the program **easy to learn** by experimentation, but also when I turned to the help I found a tutorial that was simple and direct. In eight lessons, I went from the orientation to the fine points.”

Innovation Tools

By Erik Vlietinck

Mind mapping does not require you to buy a mindmapping application. You can perfectly draw mindmaps in a diagramming program, but the odds are that you will spend more time thinking about drawing the map than about the reason why you are drawing the map. So, a mind-mapping application is not a luxury. **NovaMind is an impressive mindmapping application** that helps you with the thinking process because you don't have to think about the drawing process.

NovaMind has three modes: Free Layout mode, Assisted mode and Controlled mode. Assisted mode is the easiest mode as the program automatically maintains spacing between the branches. Mind maps are re-arranged by just dragging branches. Free layout mode is the mode that resembles OmniGraffle Pro the most: you can drag around the canvas as desired. Controlled mode arranges everything around the Mind Map title. Everything is controlled by settings on the program's control panel. With a diagramming program like OmniGraffle Pro, you are

*I have been a fan of Mind Mapping for a long time now and was delighted to discover NovaMind, which I bought about 5 minutes after downloading and playing with the trial version. So far I am only scratching the surface of its capabilities (and to be honest, that is probably about as far as I will ever go), but I really like the **intuitive nature of the software**. I consider myself reasonably intelligent, but I am not really interested in computers per se, rather in what they can do for me, and the simpler they are to use the better. In this respect, **NovaMind hits the mark** very nicely.*

In the same way I am very impressed with the regular and comprehensive updates which you produce, written in plain English (rather than geeky computerese) for people like me - keep it up! Although I have not had to call upon your customer support your updates make me confident that I would get an excellent response.

*Thank you for **producing a quality product with quality service** in a world full of mediocrity.*

Regards
John Young

drawing everything yourself, including the layout on the page (although you can have the program auto-arrange everything). With NovaMind, you start your thinking process by filling in thoughts in rectangles or on branches. In NovaMind 2, you can have flexible branches, images with text placed wherever you like, and an outliner that is more powerful than Omni-Outliner because it is tightly integrated with the main mind map application.

One of the rules of Mind Mapping is that your lines should be “organic” and flowing. The Flexi Branches support this. A Flexi Branch can be made to look like a smooth flowing curve you draw with the pen in Adobe Illustrator. Only, the Flexi Branch in NovaMind is easier as it contains small “handles” that you pull and stretch until you are happy with the result. Text on a Flexi Branch flows with every move of the handles, so that you always get the best possible positioning. You can also have rounded corners on rectangle branches, and you can have an image on any branch shape. Text can be positioned above, below or centered across the image. The images are clipped to the branch shape, making **clean elegant mind maps**.

What I liked best about NovaMind is that it doesn't make you think about drawing and laying out your thoughts. You can just start by clicking the branch buttons and enter text rapidly. Afterwards, you can improve the looks of your mind map, or you can set up your environment so you start with an elegant mind map layout each time you use the program. Shapes are easily changed into something else, colours can be fixed, but you can also have rainbow colours---the colour then dynamically changes according to the location of the branch on the canvas.

Converting from mind mapping on paper to screen I normally, never use mind maps, used as I am to write everything on paper. It's not that I'm too stubborn to learn new ways of brainstorming, but I have

*I just wanted to congratulate you on starting to address the need for a **truly structured screenwriting program**. I am a professional movie director and screenwriter, and recently wrote the movie SYLVIA, starring Gwynneth Paltrow. As a long-standing and very disillusioned user of other screenwriting applications, **I am delighted** to see the way NovaMind is going. I already structure **all of my scripts** in NovaMind and am enormously looking forward to using the app to do much more of the work on my next script.*

John Brownlow, Deep Fried Films, Inc.

always found that idea-generation programs were too clumsy. I felt the same way about calendars until iCal came along. Now I feel the same about mind mapping with NovaMind. It does **support and strengthen the idea creation process**, and it does so in ways that you can customize to your liking without sitting in your way or forcing you to first think about the creation process on-screen.

What I know to be very good is the printing support and the export capabilities of NovaMind. Printing a mind map is painless with the excellent interface. The import and export options of NovaMind are equally impressive: you can import from plain text files, from OmniOutline, OPML (Outline Processing Markup Language). Exporting is possible to JPEG, TIFF, PNG, RTF, plain text and Keynote.

Conclusion

I was very impressed by NovaMind. In my opinion, it is an essential application for mind mappers, and far more efficient than a diagramming program or its competitors.

Erik Vlietinck started as an IT-journalist, specialized in cross-media publishing. Today, he also writes technical papers, manuals, and marketing material for large and medium-sized IT-companies. He is the publisher of ITEnquirer.com, a web site dedicated to hardware and applications supporting the publishing process.

Rating ★★★★★

Summary

NovaMind 2 has established itself as **the leading mind mapping program for Mac users**. According to this author, its reputation is well deserved!

This is absolutely the best software on the planet. I use it all the time and it has helped liberate some creativity after years labouring under the yoke of Microsoft Word.

Max W.: UK

The Daily Transcript Software for the brain

By Phil Baker

There's a software category that gets little attention except by those that use it -- and they usually

rave about it. It's referred to by different names, including mind mapping and brainstorming software.

Essentially, it's an application that helps organize information, research a topic, develop ideas into a plan of action, or just improve your thinking by helping you to better visualize the task at hand. Mind maps were created in 1970 by Tony Buzan (www.buzancentres.com) to help people more effectively digest,

understand and communicate large amounts of information.

Mind maps allow you to look at the big picture, yet drill down

to specific tasks and pieces of information and see them at the same time. By arranging information in a mind map, it's possible to solve problems in new ways and allow you to see things differently from the usual linear lists. In addition to displaying words and images in two dimensions, you can vary colors and fonts, and add annotations to more easily scan the information.

After a learning session about mind maps, I was so enthusiastic that I bought NovaMind the next day !.. Today it's one of my favorite applications, always open on my desk. Amazing presentations are a great tool to transmit ideas to my colleagues... they like it !

Christophe Mongrédien: Paris, France

The map looks something like the top view of a tree. In the center, the trunk is the title of your project. Ideas or topics are shown as branches. And subtopics under each idea are shown as smaller branches. The software lets you freely drag any of these subtopics

NovaMind is an astonishing creation. It defies the way you think about a software application. Its abilities to let you layout and isolate individual facets and steps of complex concepts, processes, plans and projects, to any level of sophistication -- while at the same time, allowing you to maintain a clear and coherent work or thought-flow, is unsurpassable in any software I've ever bought or tried (and there have been many).

NovaMind is an indispensable tool for anyone with an eye for detail and a passion to create something great. If you want to visualize and layout your next great moneymaking or world-changing idea... or just have access to the best brainstorming, visualization, planning tool you can find... look no further than NovaMind. Yes, it's true, I'm a big fan. In fact, Novamind is one of my favorite software apps of all time. And that is saying a lot! I love this app, because it lets you think... without your trying to figure out "how to think" while using it, which usually happens at some point with most tools of its kind. NovaMind is nothing but a joy to use. I can see the developers love what they do... it shows.

Jeff F.: USA

This is by far the most brilliant, liberating and creatively valuable program on my computer.

Alex O'Neal: USA

to another branch.

Let's use the example of a fictitious wireless provider planning its new product line. The trunk reads

"Sprizon product line." You add branches to represent topics, such as "phones," "accessories," "voice plans," "data plans," each a new product category. Then you can create new subtopics under each of these branches, such as "smart phones," "world phones" and "kids' phones" under the topic "phones." There is no limit to the number of levels of branches or detail. You can even associate text, a Web site, Web searches or e-mail with each item.

The product is simple to use. You can create a mind map from scratch in a few minutes, or use

one of the supplied templates. The branches can be moved around, titled and annotated. As in the example

Novamind is an **excellent graphical tool and works wonderfully simply** in a way that almost hides its complexity and **wealth of features**. As for prices, it provides excellent value for money. Furthermore, this is a product under active continuous development and improvement. I have no regrets buying this software and **I freely and readily recommend it**.

Alistair: Mac Update

above, the mind map presents a pictorial representation of a product plan that can be communicated

quickly to others or cause you to see new relationships that might not have been evident if viewed as a list. For example, you can tie a new smart phone with a new data plan to create a new product offering, then link those relationships together on the map. You can easily switch from the map view to a text outline.

If you're a Mac user there's an attractive product available called NovaMind from NovaMind Software (www.novamind.com) of Brisbane, Australia. It works much like MindManager. At \$99, NovaMind produces the same type of maps quickly and easily. It takes advantage of the simple interface and graphics capabilities of the Macintosh, focusing more on the ability to customize the appearance, such as adding colors, and free-form branches of varying widths, shapes and fonts...

Its simplicity of use and creative capabilities make it a terrific product that does what it does well.

NovaMind can import MindManager files and has a module designed for screenwriters and playwrights.

Well - I do not want to duplicate the - true - statements in the other testimonials, just one thing should tell it all: NovaMind set a **personal record** for me. That is: first shareware ever purchased within 1 hour after downloading the trial version.

After moving from Win XP back to Mac OS (after moving in the opposite direction 5 years ago) the only application I was really missing was Mind Manager and for a while I was afraid I would have to live with outlining tools such as OmniOutliner or Notebook (which are both very good products I do recommend if outlining is what you want to do). But outlining tools do not offer the amount of assistance and **visual clarity in developing complex concepts, presentation and marketing tool** at the same time.

Honestly, I have been involved in several **large-scale international consulting projects** and the difference between showing decision makers an outline (or presentation) and allowing them to actually "feel" how much effort and thought went into creating "their" solution by presenting a Mind Map is enormous and **priceless**.

NovaMind offers exactly that while even being easier to use than the Windows counter part. Add to that the reasonable pricing and (compared to many other current Mac OS X apps) broad import/export capabilities... (cannot even think of words to describe my happiness finding out how well the Mind Manager import works having more than 1700 of them at hand) this is a must have. **Love it**.

Uwe Rueckeshaeuser: Frankfurt/Germany/
Bangkok/Thailand

As a first year medical student, no program has been more helpful for **understanding and memorizing vast amounts of information** than NovaMind. With its ability to directly import files from OmniOutliner, I can break down and visualize a tough concept in a matter of minutes. Mind maps also make re-learning for final exams (and board exams) easy and fast.

Vincent Hsieh: USA

I've been using NovaMind for about 8 months now. It's simply a **great tool** with more versatile uses than you'd think. Once you get it and start using it you just naturally come up with more ways to use it. Great at mind mapping, brainstorming, notetaking. I highly recommend it. I use it for business, but **no college or high school student should be without it**.

"Rmathes": Version Tracker

**FOR FURTHER
INFORMATION, PLEASE SEE
WWW.NOVAMIND.COM**