

This article shows an unconventional way of enhancement of students' motivation in mathematics, an unconventional way of using computers in mathematical education. It gives an overview of facts known about logarithmic spirals and their appearance in nature, art and technics. These facts are reported in the form comprehensible for anybody irrespective to his mathematical skills and knowledge. Then a presentation (video promotion) based on this facts is created, keeping the principles of proper advertisement, using only Microsoft Power Point, and pictures and music freely available at internet. As a by-product, some interactive web pages relating to logarithmic spirals and their usage are acknowledged in the article.