TouchScreen Service

A Powerful Multimedia Solution to Replace Brochures, Reduce Costs and Increase Sales.

Could a multimedia terminal be a better way for you to communicate and generate leads at your next event ?

Compared with conventional handouts the benefits of using interactive media are enormous, adding new dimensions to exhibitor communications:

- You save money and reduce wastage because you don't print, transport, store and throw away physical communications.
- It's faster and more flexible – your system can be set up and modified at electronic speeds.
- It's more effective – formats such as video convey messages much faster and better than paper.
- Passive 1-way media such as brochures and CDs become powerful 2-way interactive communications.

However, the time, complexity and cost of setting up multimedia systems have made it difficult to justify them for events.....Until now.....

The new InfoAktiv TouchScreen service:-

InfoAktiv uses your existing materials (standard PDFs, PowerPoints, videos etc.) to build a powerful touch screen system that is optimised for the event.

- Remove any restrictions on the quantity of material you can take to the event – have everything a prospect might want !
- Customers and prospects can take what they want by email, USB stick or print-on-demand.
- Bring ordinary PDFs to life and use more effective media such as video and interactive presentations.
- MOST IMPORTANTLY – know exactly who was interested in what, this ensures you:
    a) Have qualified leads instead of just contacts. Thus saving valuable sales time and money in post-event qualification.
    b) Avoid missing opportunities – you know exactly who took what so you can take control of the sales process earlier. No matter how hard everyone tries to avoid it, expensively-produced brochures do just 'walk away', leaving the exhibitor to rely upon the hope that a customer will read a brochure and call back.

The InfoAktiv service delivers all of these benefits for less money than you're probably spending on printing today.

What the Service Includes

InfoAktiv or one of our Premier Partners will provide you with a complete multimedia system for the event that will display and distribute your information and gather qualified leads from prospects. You just provide us with your existing material and we take care of the rest.

The standard service includes:

- All of the hardware and software needed to display your information. This can be floor-standing or counter-top.
- Up to 1 man-day to:
    - o Work with you to understand your requirements and event objectives.
    - o Upload the information you supply in your chosen menu structure.
    - o Create standard email templates to fulfil user information requests.
    - o Set up the kiosk to send the emails requested via an email account that you provide.
    - o Create a banner with your logo to appear on all information listing screens.
    - o Create a standard icon to appear next to items of information.
    - o Create a 1-page 'attractor screen' to display when the InfoAktiv system is idle.
    - o Set up questions to collect users' details when they request information.
    - o Configure the system for web access to links in documents and a 'top level domain' (eg. 'yourwebsite.com') as required.
    - o Post-event data processing, reporting and analysis.
- What we deliver for you:
    - o <u>Sales leads and data capture:</u> An Excel spreadsheet detailing all activity on the system: What was viewed, what was taken and who by.
    - o <u>Fulfilment of requests for information:</u> Visitors can take information by USB stick or email. We can automate both of these processes.
    - o <u>Management information:</u> An analysis by subject and item of viewing and conversion rates. (Know what subjects people were most interested in and how effective your material was).

Optional Extras:

- Delivery and collection of the system.
- Insurance – we can arrange a quote if your event insurance does not cover the equipment.
- Graphics printing for the front panel of the kiosk.
- Barcode scanner.
- Printer and consumables.
- Extra graphics, content or programming services.
- Branded USB sticks.
- Email (SMTP) box to send fulfilment requests.
- Post-event email, mail or telemarketing follow-up.

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Some of the Kiosk Options

Floor-standing

Classic   IBM AnyPlace   B-Series

Wall-Mounted and Counter-Top

IBM AnyPlace   Basic Touch Screen

To Find out More or Place an Order

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     Or visit:

     http://www.infoaktiv.com/Video.aspx - View a video demo.
     http://www.infoaktiv.com/KioskRental.aspx - Read more about the rental service.
     http://www.infoaktiv.com/Contact.aspx - Make an enquiry or place an order.
     http://www.infoaktiv.com/Download.aspx - Download free InfoAktiv Demo software
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