



InfoAktiv

Revolutionize how you share information at face-to-face events.

InfoAktiv reduces costs and increases sales.

It replaces passive handouts on paper, CDs and USB sticks with multimedia systems that enable powerful interactive communications.

This provides a uniquely fast, easy and cost-effective way to bring existing material to life and systematically generate qualified leads.

Overview

InfoAktiv software provides an extremely simple and powerful way to replace brochures and handouts with interactive information pods. User-friendly screens let customers find the information they are interested in and request a copy electronically.

It is designed specially for 'face-to-face' situations such as stores, events, museums, offices, briefing centres and reception areas. Because it requires no specialized skills or new content it is very fast, easy and cost-effective to own and manage. It can be installed on standard PCs and touch screen systems such as kiosks.

The Benefits

A one-time investment in InfoAktiv keeps delivering these benefits for years - at a fraction of the cost of less effective communications.

- **People are more likely to use your information.** They have it in an electronic format that is easy to use, store and share with friends and colleagues. Because they made a personal decision to send it to themselves, it is far more likely to be read than one of the many paper brochures they receive.
- **You know exactly who was interested in what.** This ensures that you:
 - a) **Have qualified leads instead of just contacts.** Saving valuable sales time and money in post-event qualification.
 - b) **Avoid missing opportunities.** No matter how hard everyone tries to avoid it, handouts do just 'walk away', leaving nothing but the hope that a customer will read it and call back.
 - c) **Regain the initiative.** Because you know who took what, you can take control of the sales process earlier.
- **You save money and reduce wastage** because you don't print, transport, store and throw away physical communications.
- **It's more effective.** Formats such as video convey messages much faster and better than paper.
- **It's faster and more flexible.** Your system can be set up and modified in minutes.
- **Remove any restrictions** on the variety of information you can have available – have everything a prospect might want!

Gaining the Benefits is Easy and the Returns are High

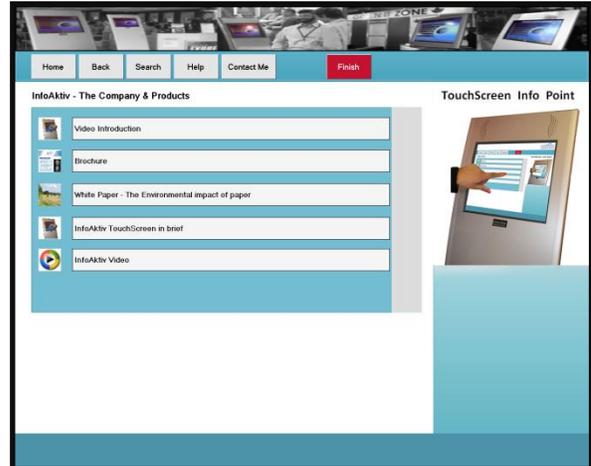
The process is simple: Load your information into the InfoAktiv system - Users find what they want and request a copy - When they use the system, InfoAktiv gathers the information you want about them.

No Need to Create New Material

Use the PDF, PowerPoint, Flash, MP3 and Video files that you already have. InfoAktiv can also provide secure links to web sites you specify and can run applications such as product demonstrations.

No Need to Hire Specialist Skills

No programming is required. Just put your files in ordinary Windows folders and use InfoAktiv Content Manager if you want to add your own graphics, build email templates and set the questions to ask when users take information.



An InfoAktiv-Boxes screen

Comprehensive data collection

High Quality Quantifiable Results

All user activity is recorded, information requests are logged and users' answers to your questions are stored in a file you can read in to a spreadsheet or CRM system.

Automatic Information Distribution

Save time and be more responsive by using InfoAktiv to create and send emails automatically when users request information.

Outstanding Results

At a 2-day trade show, a company using InfoAktiv distributed over 800 copies of 90 different items to over 150 *identifiable* individuals. This success would have been impossible with conventional handouts. **When you've experienced the benefits of InfoAktiv you'll never want to print a brochure again.**

To find out more or try InfoAktiv

Download InfoAktiv

www.infoaktiv.com/download.aspx for complimentary Demo software.

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