Lower Cost Options to Gain the Full Benefit of InfoAktiv

By purchasing an InfoAktiv software license and installing it on your own PC, you can enjoy great flexibility and lower costs.

Use a keyboard or portable, low-cost touch screen most of the year and hire a kiosk for important events.

How it Works

In the current climate it can be difficult to raise the capital expenditure needed to purchase a full kiosk-based InfoAktiv system. Buying software-only gives you great flexibility at much reduced costs. Here is our suggestion for the best way to maximise your ROI:

- Install your copy of InfoAktiv on a standard 'Small Form Factor' PC.
- Purchase a good quality 17 or 19" desk top touch screen monitor. (Alternatively you can use a standard monitor, keyboard and mouse).
- Set up the InfoAktiv system with your marketing materials.
- This provides a powerful multimedia terminal to:
    - Replace printed handouts.
    - Display marketing materials.
    - Automatically fulfil information requests by email or USB.
    - Systematically generate qualified leads.
- It can be used all year round and is portable enough to transport to any event by car.
- If you want a full-size kiosk, to provide more impact at a larger event, simply hire one and put your own PC (that already contains your marketing information) in it.
- InfoAktiv and our rental partners cover most events and venues in the UK. Renting from one of them means that:
    - You don't have the capital expense of purchasing and storing your own kiosk.
    - They will usually be able to provide on-site support at the venue.
    - They take responsibility for any kiosk hardware issues.
    - Logistics and transport are taken care of for you.

What You will Need

- An InfoAktiv Professional software license (includes InfoAktiv Content Manager).
- A PC with Microsoft Windows XP Pro and Office 2007.
  - (Office is needed if you want to display PowerPoint presentations and automatically fulfil requests for information by email.)
  - Most kiosks are designed to accommodate a 'Small Form Factor' PC; that would be our recommendation unless a laptop is required for portability.
- A screen with 1280x1024 resolution. This is the normal resolution for a 17" or 19" LCD monitor with a standard (4:3) 'aspect ratio'.
  - A touch screen is the preferred option to provide the best user experience and security.
  - A conventional keyboard and mouse can be used as well as, or instead of, a touch screen.

Help Available

All of the information, support or equipment you might want is available from InfoAktiv and InfoAktiv Premier Partners. However, there is no obligation to use us. What we can offer includes:

- Telephone and remote support for your InfoAktiv software. Year 1 is included in the license cost.
- Suitable PCs.
- Microsoft software.
- Touch screen monitors and kiosks.
- Services to install, configure and manage your InfoAktiv system and software.
- Kiosk and touch screen rental.

To Find out More or Place an Order

Contact InfoAktiv by:

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Or visit:
www.infoaktiv.com – home page.
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http://www.infoaktiv.com/Contact.aspx - Make an enquiry or place an order.
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