



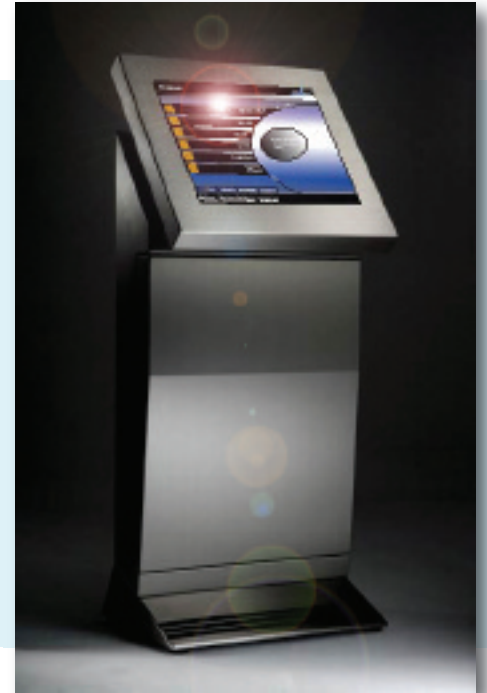
InfoAktiv TouchScreen

The ideal solution for tradeshows and stores.

InfoAktiv TouchScreen is optimised to address three critical success factors:

- *Increase customer footfall and engagement*
- *Improve customer communications*
- *Reduce marketing costs*

It is a standardised product that is very easy for non-technical personnel to deploy and manage. It can pay for itself in a matter of weeks.



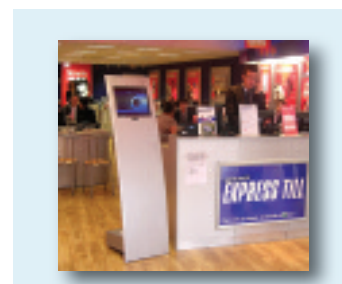
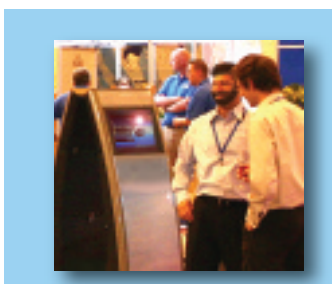
What does it do?

InfoAktiv TouchScreen is a complete package of hardware, software and services for use at tradeshows and in fixed locations such as stores, reception areas and branch offices. It provides an interactive, versatile and efficient way to provide on-demand information to customers and gather information about them.

For customers it provides a fast, intuitive touch-screen interface to search for, view and take copies of your company information. The customer can choose to take the information in whatever format is most convenient. The options include Email, instant printing, USB stick, MP3, video and mailing a quality hardcopy.

For the marketer it provides an easily managed way to ensure that every piece of company collateral is up to date and available when and where it's needed. Gone are the constraints of taking a limited selection of brochures to trade shows and sending most of them back to the office again. Wastage and printing costs are slashed, and producing brochures in multiple languages can be done without multiplying the printing costs.

As well as saving time and money, InfoAktiv can increase the return on your other marketing investments. For example, the InfoAktiv QuizMaster and Details Collection applications are a very cost-effective way of increasing customer traffic at exhibition booths and stores while gathering market research and generating leads.





InfoAktiv Benefits

InfoAktiv solutions increase companies' return on investment by enabling better, more effective communications while saving time and money.

Improving Marketing Communications

Always have the best information available where and when it's needed.

Respond faster by eliminating the delays caused by conventional print and distribution.

Gather feedback and leads by exploiting the information collecting capabilities of InfoAktiv TouchScreen.

Communicate more effectively by adapting materials for specific markets. For example:

- Produce more documents in native languages.
- Deliver information via the customer's preferred medium.
- Produce industry-specific collaterals.

Maximising Return on Investment

Extract more value from your investment in tradeshows and stores by using the interactive tools on InfoAktiv TouchScreen to increase the quantity and quality of customer engagements.

Enjoy productive use within hours. InfoAktiv is outstandingly easy to set up, intuitive to use and backed up with comprehensive services and support.

Protect your investment in existing products and processes thanks to InfoAktiv's flexibility and compatibility with industry standards.

Reduce the administrative time spent on producing, proofing, printing, managing and distributing collaterals.

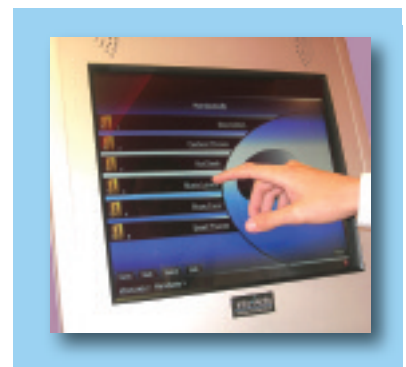
Reducing Costs

Only print the quantities of brochures required.

Reduce postage, management and distribution costs.

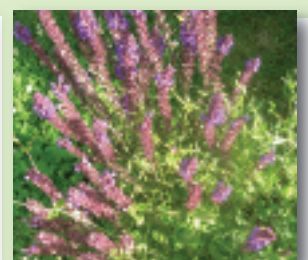
Plan your printing and marketing budgets more accurately by taking advantage of the statistics collected.

Save money by reducing the need for bespoke programming of collateral distribution CDs and touch screen applications.



Support Environmental Policies

'Walk the talk' on environmental initiatives by reducing paper consumption and wastage; minimising the environmental impact of printing, storing and transporting collaterals.





The InfoAktiv Difference

InfoAktiv provides a complete, easily deployed and cost-effective solution that bridges the gap between complex document management systems and the bespoke applications that were previously needed to drive touch screens and kiosks.

TouchScreens and electronic document distribution are not new technologies. Their potential benefits are obvious but their implementation has been limited by the lack of standard software to exploit them. Many companies have not taken advantage of touch screen applications because they could not justify the up-front expense and long term commitment of writing and supporting a bespoke application.

By working with InfoAktiv and our partners you are assured of enterprise-class quality, reliability and long term support. Because we provide a complete solution rather than a 'point product' we can guarantee that you reap the full operational and financial benefits that you would expect from implementing electronic collateral distribution.

Strengthen International Marketing

When communication is important, why put yourself at a disadvantage by talking in a foreign language? The high cost of printing multiple collaterals in multiple languages prevents most companies from communicating as clearly as they would like to.

By replacing costly physical print and distribution with electronic distribution and print-on-demand, InfoAktiv lets you invest in the message, not the medium.



Free Benefits Assessment

To find out how you and your organisation could benefit from InfoAktiv please contact us or one of our business partners at your earliest convenience. A trained consultant will be delighted to discuss your specific requirements and produce an analysis of the benefits and cost savings you could enjoy.

There is no obligation, you have nothing to lose and the potential benefits are enormous. We'll hope to hear from you soon!

InfoAktiv can be contacted by:
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Web: www.infoaktiv.com





InfoAktiv Products & Services

InfoAktiv TouchScreen	TouchScreen solution for interactive customer communications at tradeshows, stores, branch offices and reception areas.
InfoAktiv Print & Post	Online service to print and despatch requests for hard copy information.
Implementation and Training Services	Ensure a smooth and successful transition to electronic collateral distribution.
TouchScreen Customisation	InfoAktiv approved and warranted modifications to hardware, software or enclosures to meet your company's needs.
Managed Service	A fully outsourced collateral management service to support individual companies or collaborative ventures.
Technical Support and Warranty	High quality support to maximise the availability of your InfoAktiv systems.

Specifications

- **Customer interface**
 - . 17" / 43cm LCD colour TouchScreen.
 - . Menu search
 - . Keyword search
- **Options to deliver content to customers**
 - . USB
 - . Email
 - . Hard copy local print
 - . Quality print and mail
- **Set-up and management software**
 - . Auto set-up from Windows directories
 - . Customisation using standard Windows utilities
 - . QuizMaster software - create and manage interactive quizzes; excellent for drawing attention to your offerings.
 - . Details collection software - gather information from potential customers and run the electronic equivalent of a business card draw.
 - . Optional InfoAktiv modules for customer interaction and information gathering.
- **File formats supported**
 - . PDF
 - . Microsoft PowerPoint
 - . InfoAktiv QuizMaster
 - . MP3
 - . Video
- **Capacity**
 - . Comes with 60GB of content space as standard, enough for a combination of approximately:
 - 600,000 pages of PDF documents
 - or 200 hours of video
 - or 1000 hours of MP3 sound
- **Enclosure options**
 - . Free-standing TouchScreen kiosk
 - . Countertop LCD TouchScreen
 - . Wall mounted LCD TouchScreen
 - . Customised mounts and enclosures
- **Local printing**
 - . Postscript colour laser printer with duplex option
- **Security**
 - . Two copies of data can be stored on separate physical devices.
 - . System protection by hardware security dongle
- **Warranty**
 - . Return to base on hardware
 - . Remote software support
- **Data analysis**
 - . Full audit trail of user activity and requests
 - . Data output is Microsoft Excel compatible

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