



Simplifying Customer Information

TouchPresenter
Information kiosk software

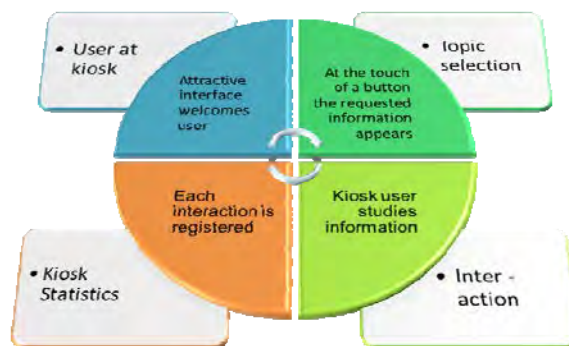
inform
present
educate
promote



ADVANCE INFORMATION DELIVERY AT THE POINT OF SALE THROUGH CUSTOMER EMPOWERMENT.

Out-of-home customers seek information about products and services to help them with their buying decisions or to learn more about a topic of interest. Traditionally, information has been delivered in person or by offering paper-based flyers, brochures, posters and banners, making them inflexible, costly to keep updated, time-consuming to create, and resulting in mountains of paper waste.

Technology-based information delivery has overcome some of these difficulties, but most solutions are missing features, limiting their usefulness on both the customer and the kiosk owner side.



TO BE EFFECTIVE, INFORMATION KIOSKS NEED TO HAVE FOUR CRITICAL COMPONENTS:

1. EASY AND FAST ACCESS AROUND THE CLOCK
2. BEING ATTRACTIVE AND USER-FRIENDLY
3. CONTAINING INTERACTIVE AND TO-THE-POINT INFORMATION
4. ALLOWING FOR EASY AND LOW COST EDITS AND UPDATES

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“I looked at several information kiosk software packages. TouchPresenter is my favorite.”

IT Director College, CA

CONNECT WITH YOUR CUSTOMERS THROUGH INTERACTIVE TOUCH

The feature-rich yet easy-to-use TouchPresenter™ has been designed to make on-premise interactive information initiatives simpler



and more user-friendly. It includes all the capabilities you need to create compelling interactive information kiosk and digital display applications. TouchPresenter is easy to update and helps you to engage your customers with vivid, electronic information year round. Here are just the highlights:

Multimedia and interactivity. Make information engaging, add videos and audio to your information kiosk.

Maximize impact. Integrate documents, presentations and multimedia from multiple sources.

Emphasize your brand and carry the brand consistency over to the information kiosk. Create brand interactions that will promote affinity to your brand and deepen the attachment to your products and services.

Extend information delivery to include your web site. Maximize your information efforts with access to all or some pages of your website. Let your customers interact with forms on your website using the virtual keyboard.

Engage the mobile crowd with text messages, virtual coupons sent to their mobile phone and QR codes that extends the shelf-life of certain kiosk content and offerings into the mobile devices.

Let users take a file home and offer a document for download to their external memory device, email it to themselves, or instantly print it at the kiosk.

Empower self-information with multiple information layers. Offer as many information layers as needed to satisfy the information needs of your customers.

Schedule when, what is displayed. Create programming plans for morning, afternoon and evening hours to make the information or promotion even more timely and useful.



FLEXIBILITY BY DESIGN

With TouchPresenter you can create fully customized, compelling information kiosk and digital display content that engages and empowers customers and emphasizes your brand.



IMPROVE CUSTOMER COMMUNICATION AT THE POINT-OF-SALE

Use TouchPresenter as a tool to present information to your customers in an interactive, engaging way.



BOOST CUSTOMER LOYALTY

By providing an outstanding and memorable customer experience, one that cannot be easily replicated by your competition, customer loyalty gets a boost.



PUT YOUR COMPANY, YOUR PRODUCTS AND YOUR SERVICES ON THE KIOSK FRONTPAGE.

TouchPresenter accommodates a vast variety of information kiosk applications so you can put your company, your products and your services in front of your visitors and customers 365 days a year. Interactive. Paperless. And never obsolete.

GIVE YOUR CUSTOMERS ACCESS TO PAPERLESS INFORMATION 24/7:

1. MODERN INFORMATION DELIVERY SYSTEMS THAT ARE PAPERLESS, ATTRACTIVE AND USER-FRIENDLY.
2. FAST AND TO-THE-POINT INFORMATION THAT IS EASILY ACCESSIBLE
3. INFORMATION THAT IS UPDATED EFFORTLESSLY WITH MINIMUM WORKLOAD AND COST.
4. ASK SPONSORS TO PARTICIPATE WITH LOGO IMPRESSIONS AND ADS.
5. SCHEDULE WHEN, WHAT IS DISPLAYED.

APPLICATION EXAMPLES

HEALTHCARE

Explain diseases or conditions, the role of nutrition and fitness and many more healthcare topics your patient and visitors would want to know about.

HOSPITALITY+TOURISM

Provide information on upcoming events, menus, tours, what-to-do, where-to-go, display sponsor ads

MUSEUMS/ZOOS/ARTS

Make available exhibit background stories, event announcements, special offers and volunteer information, display sponsor ads.

RETAIL

Offer product information and how-to guides, promote sale items and specials, provide club member information, and much more.

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TOUCHPRESENTER DELIVERS LAYERS OF COMPELLING INFORMATION ON THE SPOT.



It is easy and fast to create an information kiosk with TouchPresenter as it provides the framework around your graphics and multimedia. Define interactive hyperlinks anywhere you need them. No programming knowledge is required. Click and link.

START A NEW KIOSK PROJECT IN THE MORNING

TouchPresenter accepts formats from multiple sources so you can import and re-use existing artwork and multimedia. Everything is completely customizable. The end product is a branded information kiosk or interactive digital display with a look and feel of your choice.



PUT THE INFORMATION KIOSK TO WORK AT NOON

With the information presented in an attractive, easy accessible format, the kiosk users are able to interact by touching buttons and other design elements you can make interactive with sensor areas. Each time the kiosk users presses a button he or she is instantly presented with the desired bit of information.



VIEW THE USAGE STATISTICS IN THE EVENING

Statistics and color charts about the kiosk usage is available at any time.



ENGAGE THE CUSTOMER

Help with the decision-making process and overcome waiting time with interactive information,



REDUCE YOUR WORKLOAD AND COSTS

Electronic content in information kiosks and digital displays avoid print cost and paper waste.



SHOW AND TELL

Information kiosks and digital displays are ideal to engage your customers in appealing show and tell sessions right then and now when they need the help.

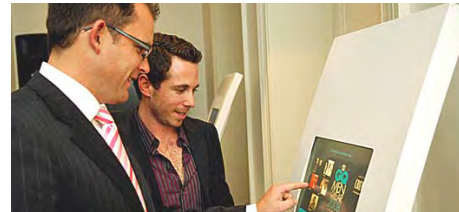
“TouchPresenter is fantastic. It helped me build multi-level, professional tourist information kiosks for clients in a short time.”

Director Business Services Company, TX



EMPOWER YOUR CUSTOMERS WITH ALWAYS ON INFORMATION

The uses of TouchPresenter are limited only by your imagination.



ENHANCE YOUR SERVICES USING TOUCHPRESENTER INFORMATION POWER.

Whenever or wherever your business deals with the public, TouchPresenter can be your most valuable, paperless information tool.

- Consumer shows and events
- Educational sites
- Entertainment events
- Financial service centers
- Healthcare facilities
- Museums and exhibits
- Non-profit initiatives
- Retail locations
- Sporting events
- Tourism and hospitality facilities

USE TOUCHPRESENTER IN DOZENS OF WAYS

Here are just a few of the innovative ways TouchPresenter customers use our technology:

- Information kiosk
- Educational kiosk
- Sales promotion kiosk
- Infotainment kiosk
- Edutainment kiosk
- Loyalty kiosk
- Patient kiosk
- Secure web-site browsing
- Electronic brochure rack
- Product information kiosk
- Product show cases
- Tourist information kiosk
- Exhibit background information
- Interactive digital signage

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“Our visitors love the information kiosk and the quiz about endangered species in our region.”

Customer Outreach Director, Zoo, TX

MAXIMIZE CUSTOMER INFORMATION EFFICIENCY WITH TOUCHPRESENTER

TouchPresenter helps you manage the complete information kiosk application from navigation menu creation to programming scheduling so you can empower your customers to retrieve information quickly and efficiently.

COMPELLING, FULLY CUSTOMIZED INFORMATION IN JUST A FEW STEPS

CONTENT EDITING FEATURES:

- Create, edit and link navigation buttons
- Create, edit and link sensor areas
- Import background pictures and multimedia
- Import material (documents and multimedia) from multiple sources
- Schedule when, what part of the content is displayed
- Attract customers during kiosk-idle times with attractor screens
- Call other programs (e.g. PowerPoint viewer 2003/2007, Windows Media Player 9+, Digivey Launcher V3+ Internet Explorer 6+, Adobe PDF Printer, etc.)
- Import, edit, clone and rename projects
- Export projects ("pack and go")

SCHEDULING FEATURES

- Schedule what content is accessible at the kiosk by time of day, day of the week and by from-to date
- Create up to 4 programming plans to display your own or your sponsor's ads, promotional material or other suitable content

SUPPORTED LINK MATERIAL FORMATS

- Pictures (jpg, png, bmp, gif)
- PowerPoint presentations (ppt, pptx) and shows (.pps, .ppts)
- Digivey surveys
- Websites (htm, html), including virtual keyboard and web browser lock-down
- Audios: wav, mp3
- Videos: wmv, avi, mp3, swf
- Documents: rtf, PDF
- TouchPresenter native format: tpx

SECURITY FEATURES/GENERAL FEATURES

- Power failure recovery
- Pass code to start and stop TouchPresenter
- Automatic ON/OFF



Software Specifications

Windows desktop application
Software platform: Microsoft Dot.Net
Current version: 5.x



Minimal Hardware Requirements

1+ GHz processor
2+ GB RAM
80+ GB HDD
Video card
Graphics card
Speakers
Windows O/S XP, Vista, Windows 7



Hardware Suggestions

Mini-kiosks, e.g. tablet PC with
table top and wall mount options
All-in-one touch computers with
table top, wall mount and pole
mount options
Floor standing kiosks
Digital displays

Call us today and
take the first step
toward simplifying
information delivery
to your customers
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