



MARKETING & SALES READINESS

A service to sharpen your marketing and sales materials for the US market

If you're ready to roll-out a new product or service or just testing the waters – the way you explain your offering and approach your customers matters a great deal.

Because a confused or skeptical market is not a buying market – there isn't the luxury of just getting by when it comes to how you present your message and product. Clear, simple and consistent marketing materials and sales tools are needed - in a form that buyers can relate to and won't be put off by.

We help innovative companies expand globally with the right marketing information and sales tools.

“Our web marketing activities in partnership with Presentek have enabled us to directly increase sales beyond the reach of our current physical sales force.”

*J. Seckerson
Product Marketing Manager
Mitsubishi Electric*

Marketing & Sales Readiness Assessment Service

The Assessment Service focuses on your brand impression, information clarity, localization of language and style, and strength of your overall message and presentation. We can work from your materials just the way they are, so there's no need to let precious time go by.

Evaluation criteria:

- Strength of story
- Ability of materials to convey desired impressions
- Professionalism and consistency
- Identify potential points of confusion
- Assess language appropriateness

How it works:

- Contact us to order the service
- We'll send you a short questionnaire
- Upload the questionnaire and your information to our online drop box
- We'll prepare an initial evaluation scorecard identifying the opportunity areas for improvement
- We'll perform the assessment and email you the final document with tailored recommendations for your:
 - Product brochure
 - Presentation
 - Sales literature
 - Web content, demo and competitor marketing (optional)
- A Skype conference call is included to review the findings

£480

STANDARD SERVICE

includes

- Product brochure
- Presentation
- Sales literature

PREMIUM SERVICE

£960

includes

- Web site content
- All Standard Service items

OPTIONS

- Online sales demo (product tour)
- Competitor marketing

For information or to order, please contact:

Lee Mayfield

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Marketing Assessment Service performed by
Envoy Trading Corp., a related company.

Once the service is complete, you can use your assessment right away to make improvements yourself. If you need assistance, Presentek can refine or further develop your US-focused marketing materials and sales tools to support the success of your go-to-market strategy.

Please see descriptions of these and other services on the following pages.

Marketing Materials Package

A core set of professional marketing materials supports your promotion and awareness building. We can work from your existing documents and files – adapting them for your new market targets.

e-brochure (downloadable PDF)

Put the Best Face on Your Telecom and Handheld Applications
with OPTREX Flat Panel Displays

Optrex is an established leader in displays for portable and handheld devices with products that address demanding miniaturization, while offering new levels of performance and efficiency for: cell phones, MP3 players, portable GPS systems, digital video cameras and other devices.

Commitment: Optrex gives you the time to market and cost benefits using Optrex' standard product displays (including color TFT, and Monochrome TFTs), or can address specific requirements through custom or fully custom displays.

Performance: Optrex handheld displays are known for enhanced image quality and excellent readability by minimizing color bleeding and liquid crystal modes.

The Right Display for Your Applications:

- Cellular Phones
- MP3 Player/Portable Radio
- Portable GPS
- Digital Video Camera (DVC)
- Personal Digital Assistants (PDA)

Data Sheet / Product Brief

Telecom and Handheld Display Line-up

Standard LCDs:

Size	Part #	Display Format	Contrast	Viewing Angle	Operating Temp.	Special Features
1.8"	151000000-000000	128 x 128	5:1	90°	-20 to 60°C	RGB-Data
1.8"	151000000-000000	128 x 128	5:1	90°	-20 to 60°C	RGB-Data

TFT

Size	Part #	Display Format	Contrast	Viewing Angle	Operating Temp.	Special Features
1.8"	151000000-000000	128 x 128	5:1	90°	-20 to 60°C	RGB-Data
1.8"	151000000-000000	128 x 128	5:1	90°	-20 to 60°C	RGB-Data

Semi-custom TFT Platform* (Standard Glass, ULPC, Customized Backlight, Housing)

Size	Part #	Display Format	Display Mode	FPC Interface	Pixel Arrangement	MOQ (Units)
1.8"	1510000	128 x 128	Transmissive	Digital	RGB-Data	50,000
1.8"	1510000	128 x 128	Transmissive	Digital	RGB-Data	50,000

Micro-site / Product Landing Page

OXFORD SEMICONDUCTOR

Home
Products
About us
News
Contact us

Simplifying Digital Storage and Retrieval

Storage Solutions
Direct Attached Storage
Network Attached Storage

Serial Solutions
Serial/Parallel Connectivity
USB Connectivity

World's first single chip PCI Express® bridge to dual serial and parallel ports. [Learn more](#)

Implementing USB into your system. [Download the white paper](#)

[Find a Sales Contact](#)

Email Promotion

Argonaut
www.argonaut.com

PURIFICATION NEWSLETTER

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Catch and Release/Scavenging Using SPE/Pre-packed Columns

Learn how to catch and release/ scavenging using SPE/Pre-packed columns. This article discusses the various factors that affect the performance of these columns and provides practical advice on how to optimize their use.

Resin of the Month

MP-100 is a highly porous, high surface area, cross-linked polystyrene resin. It is designed for the purification of a wide range of pharmaceutical and biotechnology products.

Feature Product: FlashMaster Personal

The FlashMaster Personal compact flash chromatography system offers rapid purification of high sample volumes. And with its flexibility, FlashMaster Personal is the latest in our family of purification systems. Contact us to find out how the affordable FlashMaster Personal system can help you become more productive.

If no materials exist, we work from your input (whether rough, refined, written or verbal) to create a set of professional electronic materials that promote understanding, action and speed-up the time to achieve traction in the market.

For more information, please contact:

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www.presentek.com/services/global

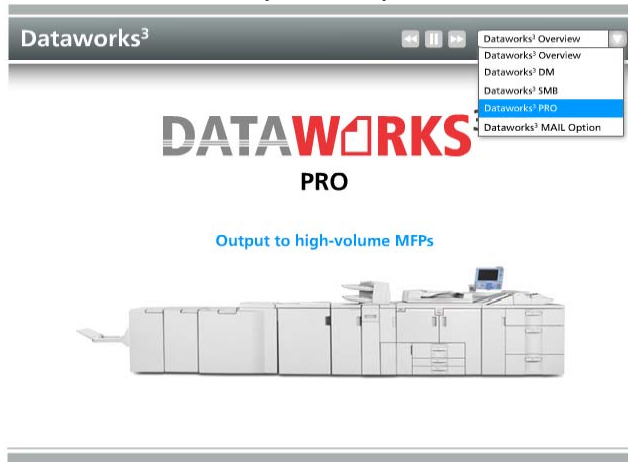
Sales Tools Package

Straight-forward professional selling tools enable your sales representatives and channel partners to focus their time and energy on making sales. In addition to a well-crafted sales presentation, Presentek can help you fully leverage online methods to pique interest, demonstrate products virtually, match solutions to customer needs and qualify prospects via the web.

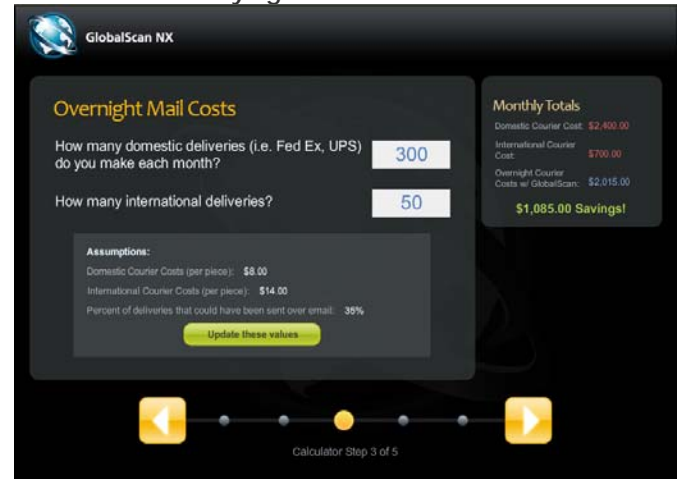
Product Presentation



Online Product Demo (Quicktour)



Online Sales Qualifying Tools



With interactive applications that are customized to your business, you can run Return-on-Investment (ROI) calculations, configure solutions and collect customer input. Your sales team can access these tools from a web landing page or they can be run off of a salesperson's notebook computer in the field.

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Ongoing Maintenance

As new marketing and selling materials are put into use, the challenge of keeping this information accurate and up to date presents itself. Presentek provides turn-key outsourcing programs to keep web sites, product brochures, sales presentations, demos, tools and more up to date and always current.

Sales Opportunity Creation

To reach your target customer in a particular market, we develop programs that build an audience interested in receiving information from your company. Our programs encourage inquiries, capture the voice of the customer, and produce sales leads.

For certain products, acting as a direct sales representative or providing sales opportunity qualifying services may be available.

- Audience Building
- Lead Generation
- Product Representation

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About

Since 1987, we have leveraged technology, creativity and marketing and sales techniques to deliver successful marketing programs, innovative sales tools and effective online identities and strategies for our customers.

We help companies clearly and simply present their products and technologies online, get leads, build a customer base, grow revenue and influence market acceptance and branding.

Our proven track record of supporting international companies spans more than twenty years. These relationships have included global leaders such as Mitsubishi Electric, Ricoh, Adobe, Hewlett-Packard, and Samsung, as well as mid-market firms, emerging companies and start-ups.

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Certain services including Marketing Assessment Service, Product Representation and Channel Management are performed by Envoy Trading Corp., a related company. Prices subject to change without notice.