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OFFERING ALL THE PROFESSIONAL TECHNIQUES

CD-ROMS

Distributing information is integral to any business and the importance lies in how to do so effectively. A portable and versatile way of delivering effective presentations and promotional material can be achieved by using custom developed interactive CD-ROMs. This method presents content in the most exciting way possible, creating a memorable experience without expensive material or transportation costs.

DVD

DVD has all the advantages of multimedia delivered on CD-ROM, offering top quality digital sound and video images to computer or perhaps more importantly any home player.

Its versatility and high quality allows it to blend all sorts of features making the medium multifaceted and very useful.

iCARDS

With the iCard's large storage capacity you can create an exciting range of effective marketing, advertising and sales tools. Through the use of video, music, voice, pictures, graphics and text, the Netramedia iCard allows marketers the enhanced ability to present important information, create customised communication networks and host both software and Internet connected applications in an easy to transport manner.

To give an idea of the versatility of the iCard, a 30MB CD-ROM iCard which is one of the smaller capacity iCards, is able to accommodate for:

- ▣ 5 minutes of MPEG video.
- ▣ 45 minutes of CD quality music.
- ▣ 10,000 pages of text.

iCards come in a variety of different shapes and containers and can be personalised through screen-printing or by a customised printed label. Quantities begin at 50 and with the benefit of an extremely short production time this makes them a very flexible medium to work with on short time scales.

Printing conventional business cards can be expensive and in effect all they do is put the name and contact details in front of the potential customer. In contrast, the iCard is a highly cost effective way of presenting an enormous amount of information at a fraction of the cost of the equivalent printed brochure format.



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When the card is being used it can automatically locate an Internet connection to go to a secure area of a microsite, downloading and reflecting any updates that have recently been added. This method allows the cards to be valid and current for as long as your company chooses to add additional information to the system. iCards can be set-up to activate and facilitate a shrewd yet simple contact between the user and your company.

Corporate Business iCards

The Netramedia iCard is an ideal format as a business card. Not only does it have information on the exterior like traditional business cards, but it also has further presentation content within the iCard itself. From a professional viewpoint, it will demonstrate the resourcefulness and visualisation needed to set your company ahead of the competition.

Promotional iCards

The Netramedia iCard is ideal for promotional activities. Used to promote any element of an industry from the people involved to related business activities, it allows computer users who are not connected to the Internet to take part in an interactive experience.

Brochure Supplement iCards

These iCards cannot replace the traditional print environment. There is an aspect to printed brochures that cannot be replicated such as the sense of touch to the standard linear flow of page following page. Rather the iCard should be seen as another innovative method in communicating to a desired target audience. By making use of its non-linear quality, the iCard does have some advantages over traditional print: the relationship with the viewer can be developed and enhanced as he or she has a more interaction with the content.

The iCard can also recognise if the computer is connected to the Internet and consequently direct viewers towards recently updated sections. This allows new information to be released during the interim period between print runs or iCard redesign and updating.

Special Event iCards

The special event iCards are very effective when used for promotion activities. Due to the level of work involved in event preparation and their usual short-life span, it is important to remind and reinforce the reason behind the event. The iCard can provide this function.

Through clever marketing and integration with existing online activity, the iCards can also provide an effective method of harvesting lists of email addresses for future marketing purposes.



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Activities and Services iCards

Advertising activities and services for a business chain and for individual business is another function for the Netramedia iCard. It informs the potential client what to expect in terms of service as well as what is readily available.

Loyalty Programs

Members of loyalty programs can be given access to secure areas of a particular website. These members need only their iCards to get into specific marketing areas. This allows a high level of marketing precision depending upon the existing database information.

iTICKETS

iTickets are a CD format perfect for various publicity/entertainment events and can be used as actual proof of admission - hence the name. The iTicket works like any other ordinary entry ticket - it just has more to offer.

Modern laser technology and the acoustic signal makes it safe from forgery, advantageous to any promoter who loses out on sales through counterfeit tickets.

The Possibilities:

- ▣ Laser numbering and coding.
- ▣ Safe from forgery.
- ▣ Data storage to use for music and digital presentations.
- ▣ Excellent promotion tool with long-term impact (ideal for sponsoring).